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AIR CONDITIONING & REFRIGERATION News

THE NEWSPAPER OF THE INDUSTRY

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INSIDE DOPE

by GEORGE F. TAUBENECK

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Story of the Week

Homey George Christopher, retiring president of the Packard Motor Car Co., wows conventions of Packard dealers with these two har-harrers.

(1) Back in the early 1930's, when rival Cadillac produced a 16-cylinder motor, a Packard salesman unsold Cadillac prospects with this fabrication:

An owner of a Cadillac V-16 drove into a filling station, and left the motor running.

"Gotta shut that engine off sir," stated the gasoline man. "Rules, y'know."

"Please, fella," begged the Cadillac V-16 driver, "forget the rules this once. If I turn off this motor, you'll have to push me to get it started again."

No one was looking, and the filling station attendant didn't relish the prospect of pushing the big automobile, so he quietly began pouring gasoline into the Cadillac's tank.

A few moments later he accosted the driver.

"See here, Mister," he coughed, apologetically. "You simply gotta cut off that motor. It's drinking my gas up faster than I can pump it in."

More Packard Yarns

(2) Three salesmen roomed together while attending a two-day sales meeting at their branch office. One got thirsty midway in the afternoon of the first day, and sneaked out of the hall and around the corner to the nearest bar, where he quaffed three short beers. The salesman then arose.

"Just a minute, you," the proprietor stopped him. "You forgot to pay."

"You're mistaken, sir," argued the salesman. "Gave you a dollar bill after the first drink."

And in the space of five minutes the salesman talked his way out the door. Returning to the convention hall, he bumped into one of his roommates.

"Going out for a quick one, Joe?" he asked.

"Yep. Hot in there, ain't it?"

"You said it. Lissen, Joe. Go around the corner to The Elite. You can talk that bartender out of paying for your beers. When he asks you to settle up, tell him you already have."

And Joe did.

Their other roommate, Jock MacDuff, was apprised of this delightful free-loading situation, and hied himself to this bar. Jock was downing his third Scotch-and-soda when the proprietor nudged him.

"You a stranger here in town?"

"Yerss."

"Be you one of those Packard salesmen?"

"That I am."

"Lemme tell you sumpin'. Two of them deadbeats was in here an' talked me out of payin' fer their drinks. Next one as tries it I'm gonna hit on the head with this club."

"Don't bother me with your troubles," snarled MacDuff, arising. "Bring me my change."

From His Repertoire

Herman Goldberg tells this one:

Hotshot Harry applied for a sales position in a menswear shop.

"We need a cracker-jack salesman for this job," explained the manager. "What can you say for yourself?"

(Concluded on Page 8, Column 1)

Murray Corp. To Introduce Appliance Line

SCRANTON, Pa. — Murray Corp. of America will introduce a line of appliances under the "Murray" name in 1950, it has been announced from the appliance manufacturing headquarters of the firm here.

The Murray Corp. is one of the major suppliers of automobile bodies and body parts from its plants in Detroit, but it has been manufacturing plumbing fixtures and kitchen cabinets and electric and gas ranges for some time. Montgomery Ward & Co. has been the primary customer for this private label merchandise.

First public showing of the new line of electric and gas ranges, matched steel kitchens, cabinet sinks, and base and wall cabinets, will be at the Merchandise Mart in Chicago during the Winter Home Furnishings Market opening Jan. 9, stated B. C. Gould, president of Murray Corp.

Neither refrigerators or dishwashers are contemplated in the Murray line, Gould said in answer to a question on this point.

The announcement stated that appliance distributors would handle the new "moderate priced" appliances under the Murray name, while the distribution of bathtubs and plumbing fixtures will be through wholesale plumbing supply houses.

Use of the term "moderate priced" will probably set the industry to wondering as to the price structure on the appliance line, as Murray is noted as a low-cost producer.

Executive personnel who are directly concerned with the appliance division include C. N. Menge, vice president in charge of sales for the entire company; Tom Hardy, manager of the home appliance division; and H. C. Beresford, sales manager of the division.

Murray appliances will be produced in a new $7 million plant in Scranton, which is said to be one of the most modern in the country.

ASHVE To Hold Future Shows Every Two Years

NEW YORK CITY — With the scheduling of the Tenth Annual Heating, Ventilating & Air Conditioning Exposition for Jan. 22 to 26, 1951, in Philadelphia, the exposition will return to the pre-war pattern of being held every two years, announces Charles F. Roth, manager of the event.

Held under the auspices of the American Society of Heating & Ventilating Engineers, the ninth such exposition occurred during January, 1949, in Chicago.

From Jan. 23 to 27, 1950, however, the society will sponsor a similar show at the state fair grounds in Dallas under the name "Southwest Air Conditioning Exposition."

The Philadelphia event in 1951 will be held at the Commercial Museum, Roth said.

Johnson Heads NEMA Household Section

ATLANTIC CITY, N. J.—J. L. Johnson, general manager, Gibson Refrigerator Co., has been elected chairman of the Household Refrigerator Section of the National Electrical Manufacturers Association.

F. M. Slasor, staff assistant to the president on refrigeration and freezer sales, Hotpoint, Inc., was elected vice chairman.

ASRE Plans Special Conferences for Meeting Dec. 5-7

CHICAGO—Four technical sessions and three special conferences covering domestic refrigerators, room air conditioners, and water problems will highlight the forty-fifth annual meeting of the American Society of Refrigerating Engineers to be held at the Edgewater Beach hotel here Dec. 5 through 7.

Thirteen papers have been scheduled for presentation at the technical sessions covering a wide variety of topics, including the Hilsch tube and moisture problems among others. These sessions will be held Monday morning, Tuesday morning and afternoon, and Wednesday morning.

The special conferences will run simultaneously with the technical sessions on Monday and Wednesday mornings and Tuesday afternoon.

The regular entertainment features planned for this meeting include an informal party Monday evening, Dec. 5, and the annual cocktail party and dinner-dance Tuesday evening.

(Concluded on Back Page, Column 3)

Mitchell Prices New Models $50 Lower

CHICAGO—The new 1950 model window-type room air conditioners introduced by Mitchell Mfg. Co. here, are priced at $50 reductions under 1949 models of like size.

New model M-120 window-type conditioner with ½-hp. unit will retail at $299.95; the model M-340 with ¾-hp. condensing unit will list at $349.95.

Improved styling is a feature of the new line, and a number of design changes have been made to improve the cooling capacity and effectiveness, the management claims.

Among the claimed design improvements are "dynacooling" to increase cooling efficiency; the "dri-ductor" arrangement which is said to increase the dehumidifying action; greater cooling surface; and a vane arrangement which develops a swirling action in the air passing the blower, getting more air in contact with the cooling coils.

Hussmann Facilities In U. S., Canada To Expand

ST. LOUIS—Hussmann Refrigerator Co. here, and the Ruddy Freeborn Co., Ltd., Brantford, Can., its subsidiary, are spending more than $900,000 for increased manufacturing facilities.

In Brantford, the company is expanding its facilities and has purchased a new site containing more than 16 acres. The new plant will be the most modern of its kind in the industry, according to Hussmann.

The first section of the new building program will be completed by the latter part of this year and will house metal fabricating operations, the Bonderizing plant, and high bake synthetic ovens, a complete porcelain plant, and new metal working machinery of various types. The present facilities in Brantford will be used for product assembly and storage.

The new facilities under construction in St. Louis will house the expanding metal working facilities which are being added to speed up production and deliveries of equipment. The building will be about 130 by 195 ft., and of steel, brick, and concrete construction.

A large number of new presses and

(Concluded on Page 4, Column 4)

Industry Show Sets Mark; Next One In Chicago

ATLANTIC CITY, N. J.—The 6th All-Industry Refrigeration & Air Conditioning Exposition, which closed a five-day run here Nov. 18, carried out its promise of presenting the greatest array of refrigeration and air conditioning products ever to be assembled, before an appreciative audience of some 10,000 members of the industry.

By Nov. 17 the registrations were very close to the 9,700 mark set at the last Show held early in 1948 at Cleveland, and the final day registrations were expected to push the figure close to the 10,000 mark.

Pictures of new products and new models featured in the exhibits at the All-Industry Refrigeration & Air Conditioning Exposition will be found throughout this issue.

The size of the Show made it impossible to get all of the pictures taken into this issue. More pictures on the Show will be published in the next edition.

Since it was the first time that the Show had been held in the eastern part of the country, it was attended by many in the industry who had not previously seen an All-Industry Show. They were rewarded by the showing of a great variety of new products,

(Concluded on Page 4, Column 2)

Election Asked To Settle Union Row

NEW YORK CITY—A demand for immediate elections among employes of General Electric Co. and Westinghouse Corp. to determine whether the United Electrical, Machine and Radio Workers union or the International Union of Electrical, Radio, and Machine Workers (CIO) will represent them in collective bargaining has been made by James Carey, temporary chairman of the administrative committee of the latter group.

Albert J. Fitzgerald, president of the UE, however, has stated that it would be better to hold the elections on March 15, just before the UE's contracts with these two companies expire on April 1.

He asserted, "Any action on the part of the Taft-Hartley board to break existing contracts would lead to chaos in collective bargaining not only in our industry but throughout the nation."

National Labor Relations Board officials have opined that if the board's right to hold such elections were questioned, litigation might postpone the elections until next March under any circumstances.

Employes of the General Electric

(Concluded on Page 4, Column 4)

Major Appliance Div. Of NEMA Established

ATLANTIC CITY, N. J., Nov. 15—Appliance manufacturers which are members of sections affiliated with the National Electrical Manufacturers Association, approved the formation of a Major Appliance Division of Nema at a joint meeting yesterday in connection with the annual Nema meeting here.

John J. Ashbaugh, vice president of Westinghouse Electric Corp., was elected chairman, and B. C. Neece, vice president of Landers, Frary &

(Concluded on Page 4, Column 1)

Army Charged With Monopoly Tactics on Bids

Morrison of Sunroc Says Small Producers Are Shut Out of Services' Orders

WASHINGTON, D. C. — Charges that U. S. Army specifications for water coolers were tailored to fit only Westinghouse Electric Corp. equipment were brought before a House subcommittee investigating monopoly last week by Orville C. Morrison, president of the Sunroc Refrigerator Co. and promptly denied by both the Army and Westinghouse.

Morrison alleged that even though he was low bidder on a $100,000 contract involving 800 water coolers, the contract went to Westinghouse at from $40 to $60 more per unit than he bid. "I don't think there is any intention of giving us an award," he declared.

He told the committee, headed by Rep. Emanuel Celler, New York Democrat, that the similarity between Army specifications and Westinghouse sales literature is so striking that it indicated to him that there was an "understanding" of some sort or the "strangest coincidence in history."

Army officials asserted that Morrison's allegations were groundless and declared that the placing of the contract was completely above board. They requested an opportunity to testify and were scheduled to appear before the committee last Friday. Brigadier General Ernest M. Brannon, assistant judge advocate general for procurement, was one of the army representatives slated to appear.

A categorical denial by Westinghouse of all charges made was relayed to the committee through a letter written by E. V. Huggins of Westinghouse. Huggins disputed Morrison's statement that Sunroc had entered the low bid.

He said that the Army had considered Morrison's charges and had found no basis for them. He stated that Westinghouse had been consulted on specifications, as had other water cooler manufacturers, but that it had had no part in drafting them.

Morrison, in his testimony, further charged that there was a division of military business between the General Electric Co. and Westinghouse.

Rep. Celler asked: "I take it that you find a general pattern to divide land-based business to General Electric and marine business to Westinghouse?"

Morrison replied: "That is absolutely correct."

Celler commented that Morrison's testimony seemed to indicate an abuse of the declared policy of the armed forces to favor small business in military procurement.

Morrison asserted that he had sent 58 letters concerning the cooler contract to the Chicago quartermaster office without result and had even complained to office of the secretary of defense and justice department.

"Every other manufacturer, not including me, is afraid to open their mouths for fear of reprisal from the

(Concluded on Page 4, Column 5)

NRFA Joins In Fight Against Excise Tax

NEW YORK CITY—The National Retail Furniture Association has joined in the fight to remove excise taxes on refrigerators and ranges, Frederick S. Hubert, eastern managing director of the organization, reported recently.

He said the NRFA has asked its more than 8,000 member stores to write to their Congressmen and promote the repeal of the 10% tax, which is levied at the manufacturer level.

The tax, he asserted, is retarding sales and is discriminatory against essential household appliances. He added that independent dealers are convinced that they can substantially increase their sales of these items if the taxes were removed.

Hubert declared that he has asked another important retail organization to take up the fight for excise tax repeal, too.

Frigidaire To Outline '50 Commercial Plans At Regional Meetings

DAYTON—Organization, methods, and plans for expanding commercial and air conditioning national business in 1950 will be outlined by Frigidaire Div. of General Motors during a series of five regional meetings early in December, it was announced here by W. F. Switzer, commercial sales manager.

He pointed out that sales managers and other key representatives from 43 districts will attend.

Headed by Switzer, a factory speaker's panel will conduct the series of special meetings in five regions. Other members of the group will be F. E. Lehman, assistant commercial sales manager; M. C. Schenk, manager of national business sales; P. W. Budworth, ice cream cabinet sales manager; and H. E. Martin, of commercial sales department.

Meetings will be held in New York City, Chicago, Atlanta, Dallas, and Seattle.

Westinghouse To Hold Off New Toaster Due to Steel Shortage

MANSFIELD, Ohio—Lack of steel caused by the recent strike has forced the Westinghouse Electric Corp. to postpone the introduction of its new automatic pop-up toaster until after the first of the year, it was reported here recently.

The firm had originally intended to start shipping the toaster in time for holiday promotions.

Protection of Mfrs. Brand Name, Goodwill Seen Prime Role of State, Federal Fair Trade Laws

NEW YORK CITY—"Fair trade laws are here to stay," U. S. Senator **Millard E. Tydings, Maryland Democrat**, asserted before a meeting here of the American Fair Trade Council.

Senator Tydings was co-author of the 1937 Federal legislation, known as the Miller-Tydings Act, which exempts price pacts under state fair trade laws from the Federal anti-trust statutes.

State fair trade laws, permitting manufacturers to establish minimum resale prices for their trade-marked products, are on the statute books of 45 states. The only states without such laws are Missouri, Texas, and Vermont.

Although noting that new attacks on the Miller-Tydings Act are being made by fair trade opponents, who seek to knock the props out from under the state laws by killing the Federal enabling measure, Senator Tydings declared that "there is no considerable thought in Congress that is advocating its repeal."

He declared that the act has overwhelming support in Congress, which has heard both sides of the issue six times with the question being "thoroughly thrashed out."

Stressing that particular care was taken in drafting the Federal statute to keep out anything that would prevent free and open competition, Senator Tydings said:

"You can't have price fixing in America under any law I know of. You can't have it under anti-trust or fair trade laws. The only time you can set a price on an article is when it comes into free and open competition with others. Where the manufacturer sets the price, the article still has to meet that free and open competition."

Senator Tydings also emphasized that the Federal law "is not the genesis of fair trade; it creates nothing that does not exist in 45 states. It was passed simply to make the Federal law conform to these state laws.

"People who want to get it repealed," he added, "come down to Washington, and they very often come to see me. Many of them are important people, and represent important groups. Quite a few are from New York.

"What they should do, is to go up to Albany. Congress did not pass a separate fair trade act for the whole nation, but merely to endorse state laws. If a state does not want such a law, it is perfectly free to repeal it."

The Maryland senator asserted it was significant that "some of the people who oppose fair trade favored the National Recovery Administration price controls from alpha to omega." He said these controls were an "economic strait-jacket."

"If the fair trade laws are to be attacked," he declared, "the attack ought to be by those who would not profit from repeal. It should be by people who have no axe to grind, and who wouldn't be out to take the business away from their neighbors by unrestricted competition."

Emphasizing that the function of government in economic affairs is that of "umpire" he cited the existence of standard freight and passenger rates on the nation's railroads as a bar to "cut-throat competition."

Another speaker, U. S. Patents Commissioner Lawrence O. Kingsland, declared that "the conflict between fair trade laws and anti-trust laws does not exist."

Development of fair trade, Kingsland said, is an evolutionary extension of property rights that recognizes the right to protection of business reputation and goodwill.

Speaking earlier as head of the American Fair Trade Council, John W. Anderson, president of the Anderson Co., Gary, Ind., automotive products manufacturer, criticized those who advocate fair trade as a protective device for the smaller retailer against price-cutting competition of larger organizations. Such advocates indirectly brand the smaller merchandiser as inefficient and in need of a "special subsidy at the expense of the public," he said, calling such reasoning an "erroneous presumption."

Serving as chairman of two question-and-answer sessions, one for advertising executives and another for trade association officials, Anderson stressed that the fundamental function of fair trade is to protect the manufacturer's investment in brand name and goodwill, built up for a product by consistent advertising and consumer acceptance.

After asserting that there is "no constructive influence" more diligently misunderstood than fair trade, Anderson ventured this definition of it:

"Voluntary fair trade is the right given a manufacturer by state laws to defend the integrity of his trademark or brand name, and to protect the public from loss-leader entrapment and product dilution. This is done by the manufacturer's establishing, voluntarily, a minimum wholesale, and/or, retail price below which his product, in competition with other products of the same general class, may not be sold."

All-Industry Show Visitors See 'Astral' Absorption-Type Portable Refrigerator

Above you see the rear and front of the "Astral" absorption-type portable electric refrigerator now being manufactured in Toronto, Ont., Can., by Taymouth Industries, Ltd.; in Scotland by Astral Equipment, Ltd.; and assembled in New Zealand by Astral Refrigerators Ltd. A similar unit with a somewhat different interior arrangement is scheduled to go into production within two months at Astral Industries, Inc., Englewood, N. J. A tentative list price of $124.50 has been set for the 1½-cu. ft. box, which has two ice trays and a thermostatic control. Harry F. Bell, Boston manufacturers' representative, points to the "baby" refrigerator's electrical resistance heating element. Others in the picture are Harold Klawiter president of Masterbilt Refrigeration Co.; Leon Zakshefski, president of the four Astral companies; and H. A. Feltman, head of Feltman Sales & Service, Middleburg, Pa.

Cancellations Down:

2-City Survey Indicates 6 Mos. Improvement In Credit, Inventories

NEW YORK CITY—The inventory and credit position of manufacturers, wholesalers, and distributors here and in Los Angeles is looking better than it did six months ago, a survey conducted jointly by the New York Credit Men's Association and the Los Angeles Credit Manager's Association indicated recently.

The survey, made among members of the two associations, drew 1,023 replies or a 25% response from the firms queried.

Results showed that:

Top heavy inventories are no longer a major problem with 88% of the replies indicating that customers' stocks are either normal or low.

Customer resistance to high prices continues to hold the lid on sales, according to 74% of the replies.

Only 20% of the credit men answering the survey reported any order cancellations as compared with 39% six months ago.

Only 45% reported slow collections as compared with 66% on the spring survey.

About 70% anticipated no perceptible change in business failures during the next six months.

A majority of the credit executives expressed the opinion that today's buyers' market makes it necessary to scrutinize new accounts more closely and to re-examine older customers in the light of stiffened competition and higher operating costs.

Another problem for many is the need to maintain close collection follow up while continuing a liberal credit policy.

Builders Urged To Plan 10 Years Ahead on Wiring

CLEVELAND—Today's home builder will save himself many headaches if he can plan 10 years ahead on his wiring installation, Robert V. Main of the Cleveland Electrical League told members of the Builders Exchange home-building class.

The average home owner will keep adding new electrical appliances for at least 10 years after occupancy, Main said. But unless those needs are anticipated in advance, the home's wiring system will, in the majority of cases, prove inadequate.

Main pointed out that when a home is wired for a certain number of electrical energy units, and the lines are subsequently overloaded, a general loss of power results.

THE WORLD'S

leading appliance manufacturers are listed among Grand Rapids Brass customers. Because in building the

FINEST

products, in terms of quality and value, it is only natural that they select hardware for their

APPLIANCES

that will continue to look like new and function perfectly through long years of service — hardware which will

HAVE

such customer-attracting features as smart, modern designs, beautiful chrome-plated finishes, and locks with "Living Action" which assure easy dependable operation.

GRAND RAPIDS BRASS

will be glad to estimate your needs in commercial, domestic refrigeration hardware, stove hardware and nameplates for all kinds of appliances . . .

HARDWARE

that will give you and your customers assurance of satisfaction, outstanding quality and workmanship.

Manufacturers of hardware for COMMERCIAL REFRIGERATORS, DOMESTIC REFRIGERATORS, GAS STOVES, WASHING MACHINES, ELECTRIC RANGES

DIVISION OF CRAMPTON MANUFACTURING COMPANY

Grand Rapids Brass COMPANY

GRAND RAPIDS 4, MICHIGAN

Revco CHILL CHESTS

The complete line of Revco CHILL CHESTS includes the three popular sizes in farm and home food freezers. Revco Deluxe, 8 Cu. Ft.; Revco Heavy Duty, 12.3 Cu. Ft.; Revco Super Heavy Duty, 19.5 Cu. Ft.

Write for Revco Franchise Details

Revco, Inc. - Deerfield, Michigan

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AUTOMATIC'S new 164 page WHOLESALE Catalog is now off the press . . . yours on request! And, with it, you get our free price service, if you desire it. Write for your copy of the catalog now, on your business letterhead.

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"I've just seen the 1950 Kelvinators—
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KELVINATOR, DIVISION OF NASH-KELVINATOR CORPORATION, DETROIT 32, MICHIGAN

New NEMA Division--

(Concluded from Page 1, Column 4)

Clark, was named vice chairman.

Sections composing the newly formed division are: Household Refrigeration; Electric Range; Farm and Home freezer; Electric Water Heater; and Household Sink Units.

The new division will bring together, in one Nema subdivision, all manufacturers who have a community of interest so that matters requiring the attention of manufacturers of large appliances can be handled more expeditiously in a single unit.

Group activities will include the gathering of industry statistics, work in connection with the National Electrical Code and later, perhaps a Division-wide promotional and educational program of benefit to all sections affiliated with the new division.

Joint Detroit Meeting To Hear Talk on Testing Methods

DETROIT—Role played by Underwriters Laboratories in testing air conditioning and refrigeration equipment will be described by C. C. Fitzsimmons, assistant engineer of the UL casualty and automotive department, Chicago, before a joint meeting of the Michigan chapter, American Society of Heating and Ventilating Engineers, and the Detroit section, American Society of Refrigerating Engineers.

The meeting will be held Monday, Dec. 12, at the Rackham Educational Memorial here, starting at 8 p.m. with a dinner at 6:30.

All-Industry Show--

(Concluded from Page 1, Column 4)

including many new automatic ice cube makers, an absorption-type small refrigerator that sits on a table, many new models of commercial refrigerators and beverage coolers, a drawer-type refrigerator, advanced-design room air conditioners, and a host of accessories aimed at providing better-operating refrigeration systems.

Next All-Industry Refrigeration & Air Conditioning Exposition has been scheduled for November, 1951, at Chicago, it was announced by Refrigeration Equipment Manufacturers Association, sponsor of the Show.

Dates for the four regional educational conferences and exhibits for dealers, service engineers, and contractors, to be held during 1950, will be announced probably early in December, officials of Rema stated.

A general note of optimism was apparent on the part of both the exhibitors and those attending the Show, and while there were none of the frenzied efforts to get merchandise that characterized the shows immediately after the War, one exhibitor stated that he had sold 65 carloads of equipment during the Show, and others stated that it was the best Show in their experience from the standpoint of the interest exhibited by those attending.

W. G. Cusick Gets Whiting Post

ATLANTIC CITY, N. J.—Appointment of William G. Cusick as district manager handling freezer sales in several eastern states was announced at the All-Industry Exposition here by Whiting Corp. of Harvey, Ill.

No Stampedes

Caution Urged In Issuing Credit on Too-Easy Terms

ST. LOUIS—A warning not to be stampeded into taking credit paper from appliance dealers where no down payment and long terms have been offered was issued to fellow bankers recently by Robert D. Kerr, vice president of the First National Bank of St. Louis.

To back up his warning he related this story:

"One consumer bank man told us the other day that one of his good customers, a neighborhood dealer in appliances, asked him to take some paper without down payment and for longer terms than the bank officer felt justified.

"When the bank declined, the dealer screamed that the bank was putting him out of business, that his customer threatened to go downtown to a store which would make the sale of the refrigerator with no down payment and a total of 36 months to pay.

"The same dealer came back to his bank a few days later with the same deal on a 15% down payment and 18 months terms, and explained that the housewife had decided after all that she would prefer to trade with a neighborhood dealer than the big downtown store.

"The facts are that some of the ballyhoo and even some of the advertisements are not always exactly true."

Hussmann Expansion Set

(Concluded from Page 1, Column 3)

other new metal working machinery will be installed in the building, which will also be equipped with overhead traveling cranes to handle incoming steel and transfer of materials about the plant.

The building in St. Louis will be located opposite the present plant, facing the Benton St. section of the old plant, and will be at the corner of Benton and North Leffingwell Ave. Entrance to the building will be on Benton St.

A unique feature of the new building at St. Louis will be a parking lot on the roof for employes. A ramp will be provided at the far end of the building for access to the parking area, which will accomodate 100 cars. The building is expected to be ready for production by April, 1950.

Besides the improvements mentioned, an addition has been made to the old buildings at the St. Louis plant where new machinery and assembly lines have been installed to facilitate the flow of material and the manufacture of equipment, all being done with the idea of improving its manufacturing and delivery schedules of equipment.

Union Election--

(Concluded from Page 1, Column 4)

Co. in Pittsfield, Mass. polled a high majority vote at a union meeting for pulling out of the UE and joining the CIO affiliate.

A convention for the formal setting up of the IUE is scheduled to start on Monday, Nov. 28 in Philadelphia. Groundwork for the new union's battle for recognition is expected to be worked out at that conclave.

Favorable Reports Refute Early Forecasts on Housewares Sales

NEW YORK CITY — Housewares buyers in local department stores have reported that their sales since Oct. 1 are surpassing last year's dollar volume by from 5 to 10%, the *New York Times* stated recently. One housewares merchandise manager predicted that his department would end up the last quarter with a 15% gain over last year.

Earlier in the year, these buyers were expecting to break even at best.

Delta REWA Meets Dec. 8-10

BILOXI, Miss.—The Delta Refrigeration Equipment Wholesalers Association has announced that it will hold a three-day regional meeting at the White House here from Dec. 8 through 10. Fishing in the Gulf will be one of the highlights.

Army Charged--

(Concluded from Page 1, Column 5)

big companies," he stated. "But not a single solitary fact presented by me has been controverted in any manner all the way up to Secretary Johnson's office."

Morrison further testified that Westinghouse is engaging in "loss selling" of water coolers and that distributors and dealers handling Westinghouse and G-E products are reluctant to take on the Sunroc line because of special discount transactions with the large manufacturers.

"I predict for the record," he stated, "that unless some action is taken by the government now to stop this loss selling by Westinghouse, at least half of the small (water cooler) manufacturers will be out of business in the next six months."

After Morrison completed his story, Celler asked the subcommittee's counsel to send transcripts of his testimony to the Federal Trade Commission and the anti-trust division of the Justice Department.

INVESTIGATION TO BE ASKED

He said that he would write a letter to Rear Admiral M. L. Ring of the Munitions Board and request him to have the situation investigated.

After categorically denying for Westinghouse all the charges made, Huggins added:

"Westinghouse, along with other manufacturers of water coolers (including Mr. Morrison's company, Sunroc) has been consulted by the Federal government as to technical specifications on water coolers. This is a standard practice to insure that specifications will not exclude any reliable manufacturer.

"Aside from that, Westinghouse has nothing to do with the drafting of the specifications under which the water coolers were procured.

BIDS FROM 10 MFRS.

"The fact that the specifications are not tailored to Westinghouse equipment is shown by the fact that at least 10 manufacturers are able to submit bids in response to invitations.

"In contrast with Mr. Morrison's reported statement that Sunroc's prices were $40 to $60 lower than Westinghouse prices, the fact *is* that the Westinghouse bid was lower than Sunroc's bid and was unqualified, and the Sunroc bid also contained qualifications which, if accepted, would have increased their prices.

"Mr. Morrison's charges were made to the Army and were fully considered by the Office of the Judge Advocate General, acting under the Assistant Secretary of the Army. They found that there was no basis for the charges and that the contract awarded to Westinghouse was legal in all respects."

now— single-coil cartons

for easier handling . . . for greater protection

Right now, from your regular source of supply, you can get ANACONDA Copper Refrigeration Tube in standard 50-foot lengths in single-coil cartons—or in master cartons which contain 4 to 30 coils, depending on size.

The tube itself is the same high quality you've known for so long:

1 **Mirror-Smooth—with a clean, bright interior that makes solid seats.**

2 **Uniformly Soft—for easy bending and flaring.**

3 **Thoroughly Dehydrated—exceeds even A.S.R.E. requirements.**

4 **Cup-Sealed—for maximum protection, minimum waste.**

Ask for ANACONDA Refrigeration Tube by name—for refrigeration, air conditioning and general use.

Made by The American Brass Company, French Small Tube Branch, Waterbury 20, Connecticut. Sold in Canada by Anaconda American Brass, Ltd., New Toronto, Ontario. 49396

For dependability use ANACONDA
REFRIGERATION TUBE

Double Appeal plus!

▶ Displays with a double exposure have a double appeal, and the twin displays in the double-deck Warren Model WODD are real shopper stoppers. The Warren canopy top gives plus value in a third dry-storage deck. The Warren Model WODD sells — for dealers and for grocers. Franchises are available in some territories.

THE WARREN COMPANY, *Incorporated*
P. O. Box 1436 Atlanta 1, Georgia

Roger Trick Heads Farm & Home Freezer Section of NEMA

ATLANTIC CITY, N. J. — Roger B. Trick, Home Freezer Sales Manager, Nash-Kelvinator Corp., has been elected chairman of the Farm and Home Freezer Section of Nema.

The Farm and Home Freezer Section will continue in 1950 its promotion addressed to utilities, home economists, school boards, and school management officials. W. C. Conley, Jr., sales manager, The Coolerator Co., is the new vice chairman of the section.

The school market is looked upon by this industry as one of the best possible fields of consumer education in the benefits and use of electric home freezers, states Trick:

"The young people of today are the homemakers of tomorrow. If we can teach them in home economics classes the need for, and the use of home freezers, we have built ourselves a new and growing market. The extension of home freezing instruction in schools throughout the country is aided by an actual demand for such instruction on the part of students, due to the fact that so many thousands of homes now enjoy the healthful and time-saving benefits of home food freezing equipment.

"Students want to learn *in school* the kind of food preservation and cooking methods that will secure maximum usefulness of the equipment they find being used in their own homes."

R. V. Newbell, manager of Home Freezer Sales, Deepfreeze Div., Motor Products Corp., chairman of the advertising and sales promotion committee, stated that next year's advertising campaign of the Farm and Home Freezer Section of Nema, addressed to the school market, will feature a completely new teacher's manual called "Teaching The Use of The Home Freezer."

It will be advertised in the home economics magazines, and offered free to home economics teachers for classroom use. In addition to covering all phases of the modern home freezer and its use, the manual will outline courses of study and teaching methods. A wide demand for this new manual is expected.

The section will continue to make available to distributors, dealers, utilities, and others the popular and widely accepted brochure "How to Enjoy Better Meals with an Electric Farm and Home Freezer."

Push-Button Lights

Dealer's After-Hours System Permits Patrons To Illuminate Display

CHIPPEWA FALLS, Wis. — Boyd, Macoy & West Co., appliance dealer here, has developed something new in the way of promoting the store displays in the evening after the store is closed.

Located in one of the most modern showrooms in the middle west, the company has installed an automatic starter switch for the fluorescent lighting system throughout the store. The system may be actuated by a push-button adjacent to the window at the front of the store.

When a passer-by arrives at the store, a small neon sign invites him to "push the button to light store." When the switch is pressed, the entire store is lighted up for three minutes, sufficient for the average window-looker to take in the window display and to examine the rest of the store if he desires.

In the event the potential customer wants to look at the display more minutely, a second push will again relight the interior for another 3-minute period.

The stunt will save substantially on lighting costs, and can be adapted to permit "active demonstration" of automatic home laundry equipment, and other electrical appliances, according to the management, headed by G. C. Macoy.

Newspaper advertising, whenever a new appliance line is demonstrated in the store, will explain the push-button lighting system, and will thus encourage visits to the store during the evening—when husband and wife can be together.

Offer of Free Electric Hand Iron Each Week Builds Traffic

TORONTO, Ont., Can.—The Home Appliance and Radio Co. Ltd., here, is building store traffice by offering an electric iron free each week.

Residents are invited to drop into the store and fill out an entry blank. They are under no obligation to buy but once in the store most participants will take a look around.

The winner of the iron is announced each Saturday in a Toronto newspaper and participants are invited to watch for their name.

Another feature of the store's service which is getting results is to send a salesman to pick up a customer at her home at any time without obligation.

Kalamazoo Store Opened In N.Y.

WATERTOWN, N. Y.—A Kalamazoo store has been opened at 226 Court St. here, featuring a complete line of appliances.

Ad for Budget-Priced Laundry Work-Center Used as 'Wedge' To Push Better Washers

SAN ANTONIO, Tex.—A worthwhile means of boosting slow-moving major appliances lies in "clubbing together" several appliances to make a complete work-center, according to H. G. Halamuda, major appliance manager for Prager Hardware Co. here.

While a noticeable slump in major appliance sales, particularly in the washing machine field, has hit other hardware-appliance dealers in this area, Halamuda has actually been able to step up his sales to the point that the Prager store is averaging 17 to 20 washing machine sales per week, with a commensurate volume in other appliances.

The secret, says Halamuda, is developing a budget-priced "work-center" group built about a conventional washing machine, which gives the housewife, at one flat price, everything she needs to conduct washing operations for the entire family.

In a typical promotion, the company offered wash tubs, wringer, washing machine, and several other pieces all at a flat price of $124.44. A half-page newspaper advertisement, supplemented by spot radio announcements, window and floor displays, showed the entire group, and pointed out that the group was available on budget payments.

While this group included a small-capacity washing machine, it proved a perfect springboard for "grading up" customers to the purchase of more expensive washers, Halamuda pointed out. Separate "combinations" are worked out whereby the customer receives the same choice of items, built around a larger, better-known washing machine.

The Prager store maintains a complete "model laundry" with both automatic and conventional washers, and invites prospective customers to bring in their own wash for testing out each machine in turn.

3,000 Patrons Daily Jam Las Vegas Store's Opening

LAS VEGAS, Nev.—A crowd of more than 3,000 people a day during a three-day opening was the record hung up by the new Electric City Appliance Co.'s store at 732 Fremont St. at its recent formal opening.

The store sold $10,000 worth of appliances over the three-day period, according to the management, and secured what was termed "$25,000 worth of hot prospects" as well.

For the opening, the appliance store teamed up with a remodeled supermarket next door, and the two gave away door prizes amounting to $1,000, with a 10½-ft. refrigerator as the first prize. It required a dozen sales people to handle the crowd, it was reported.

Dayton Appliance Co. Purchased

ARDMORE, Okla.—Dayton Appliance Co., 30 N. Washington St., has recently been purchased by Gene Clendenin and Sam Clendenin, and its name changed to The Record Shop.

Sell all types of difficult prospects . . .

DU PONT Dulux ENAMEL

USE THE DU PONT SEAL TO CLOSE THE DEAL

It identifies America's leading home appliance finish!

She can't wait . . . she has a million and one things to do . . . she wants your story in a hurry. And there's no better way to give a speedy sales talk on the finish than by pointing to the Du Pont "Dulux" seal.

With that one gesture, even the most difficult prospect begins to pay attention. For quality-wise customers the nation over recognize the name "Du Pont." The seal is their assurance of a finish that gives *years* of washable, mar-resistant service and sparkling good looks. And you can tell them DULUX is rigidly pre-tested, too!

If your manufacturer supplies you "Dulux"-finished appliances *without* the seal, ask him to include it in the future. It's an ideal way to establish quality . . . helps win more sales for you!

HERE'S SELLING MADE EASIER! Free new informative booklet gives you profitable "selling points" for appliances finished with "Dulux." Send coupon today for your copy.

DU PONT REG. U. S. PAT. OFF. DULUX REG. U. S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY

E. I. du Pont de Nemours & Co. (Inc.)
Finishes Division, Dept. AC-911
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Please send, free of charge, your new illustrated booklet, "Inside Information on the Outside."

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RACCA Clarifies Stand on Relationship With Union, Wholesalers, Other Groups

ATLANTIC CITY, N. J.—The Refrigeration and Air Conditioning Contractors Association elected new officers and conducted the usual association business affairs at its annual meeting here Nov. 13-14, but during the meeting RACCA cleared the air on three somewhat controversial points or policies.

Briefly, the following are the points involved:

1. In the annual president's report, H. E. Wheeler, retiring head of RACCA, declared:

The Miami Agreement

"The signing of the Miami agreement with the United Association (of Plumbers and Steamfitters) seems to have burst like a bombshell on the other factions of the industry. It has been widely misunderstood and misquoted.

"It is not, as has been erroneously stated, an agreement whereby the two parties undertook to negotiate labor agreements on a national level. It plainly states that such negotiations will be carried on between the local union and the local association where there is one.

"Something over 50% of our membership employs union labor. For them this agreement means a chance to have bargaining rights as to the terms of employment of that labor, something they did not always have before. Furthermore, it provides a means of supplying adequately trained mechanics through an apprentice program aimed specially at the needs of our industry. The United Association has indicated that they are ready and willing to do their part in this matter financially and otherwise whenever we are ready to do ours."

Refrigeration, Not Plumbing

2. Second major policy point came in the report of the Air Conditioning Committee, which stated bluntly that there is a seeming trend in the plumbing industry to try to absorb the air conditioning business. Recommended the report:

"Refrigerated Air Conditioning is definitely a part of the Refrigeration Industry, entirely separate from Plumbing. It should be established as a field in its own right, not to be included in Plumbing Specifications, but written into Building Specifications under a separate heading. The equipment would then be bid by the Refrigeration & Air Conditioning Contractor directly to the General Contractor. This would, of course, eliminate the Plumbing Contractor's markup on the Air Conditioning Bid, and fewer jobs would be priced out of the market."

3. Third point of policy covered trade relations with refrigeration supplies wholesalers. The RACCA Trade Relations Committee reported that it had never received any concrete answers to questions submitted long ago to the Trade Relations Committee of the Refrigeration Equipment Wholesalers Association.

However, the RACCA committee expressed sympathy with the viewpoint expressed by the chairman of the Rewa committee, to the effect that it is difficult for Rewa to establish a policy nationally, and suggesting that much good can be accomplished on the local level.

Meet Problems Locally

"It is the opinion of this committee," stated the RACCA report, "that as far as wholesalers relations are concernced our local associations can deal on a local level and accomplish much good and the national association can keep important problems constantly in the limelight so that all wholesalers will know about the important problems facing refrigeration contractors."

During the election of officers and directors, R. W. Noll, Commercial Refrigeration Co., Los Angeles, was elevated from first vice president to president. Other new officers are:

T. A. Reina, M. & R. Refrigeration, Brooklyn, first vice president; A. M. Palen, Palen Refrigeration Co., St. Paul, second vice president; R. W. Lampie, Lampie Refrigeration Service, Richmond, Va., recording secretary; L. J. Quinn, L. J. Quinn Co., Inc., Cincinnati, treasurer; and A. G. Weber, Weber Refrigeration Co., Detroit, sergeant-at-arms.

Photo by Al Gerat

New officers and directors of the Refrigeration and Air Conditioning Contractors Association, pictured at the close of the association's annual meeting in Atlantic City, are: A. M. Palen, second vice president; A. G. Weber, sergeant-at-arms; G. T. Rostock, a director; L. J. Quinn, treasurer; Edna Berggren, executive secretary; R. W. Lampie, recording secretary; R. W. Noll, president; H. E. Wheeler, a director; T. A. Reina, first vice president; and E. S. Matthews, a director. Not present when the picture was taken were E. C. Newton, B. C. McCall, and Cecil Kirby, all directors.

Three regional directors and three directors-at-large were elected. The new regional directors are Reina (Region 1), Quinn (Region 2), and E. S. Matthews, Spokane, Wash. (Region 6). New directors-at-large are Weber, Cecil Kirby, Miami, Fla., and B. C. McCall, Chattanooga, Tenn.

Lampie, H. E. Wheeler, Chicago, and G. T. Rostock, Kansas City, Mo., are the other regional directors. The three other directors-at-large are Palen, E. C. Newton, Newark, N. J. and Noll.

In addition to commenting on the Miami agreement in his address, retiring president Wheeler made note of the association's attempt to provide a budget which will support a traveling secretary.

"The directors have become convinced," he said, "that this is a must and that our membership cannot be successfully serviced in any other way."

To Fight Unfair Practices

He also called attention to the fact that RACCA has filed a complaint with the Federal Trade Commission, alleging that the dairy, ice cream, and bottling industries habitually violate Section 3 of the Clayton Act.

"If we can get favorable action on this complaint," he told the members, "we have an excellent chance to restore to this industry all of the business that has been lost through this source, and at an expense of time and money that we can well afford. Compared to any other means at our disposal, this seems by far the most promising."

Concluding his talk, Wheeler took issue with an AIR CONDITIONING & REFRIGERATION NEWS editorial which he said seemed to decry the large number of associations in the industry and suggested they might well combine forces into a few strong ones.

"I can't agree with my friend George Taubeneck in this case," Wheeler declared, "as I am sure you can get businessmen to give their time and money to trade association work only for an association that seems to fit their own business closely. For that reason, I believe we will always have as many different associations as there are distinctly different branches of activity.

Intra-Association Cooperation

"But what we could have is a much higher degree of cooperation between the various associations, presenting a united front to our enemies, rather than the senseless, fighting, bickering, and jockeying for position that has gone on in the past.

"This association can take pride in the fact that it has consistently offered its right hand of cooperation to all the various factors in this industry: labor, wholesalers, manufacturers, municipalities, as well as to other related associations, whether friendly or not.

"I believe that if we will go on preaching the gospel of cooperation between all factors in this industry it will in time take effect."

The reports of the air conditioning and trade relations committees noted above were presented by G. T. Rostock and Warren W. Farr, respectively.

Besides the trend in the plumbing industry toward absorption of the air conditioning business, Rostock said another problem had been brought to the attention of the committee: "the tendency among architects and mechanical engineers to load air conditioning jobs with all sorts of superfluous gadgets." He continued:

"Many of these are not essential to the satisfactory operation of the average comfort-cooling job. If these gentlemen could be persuaded to work more closely with the air conditioning contractor, and follow his suggestions in eliminating these extras, many air conditioning jobs could probably be sold that are now being shelved or abandoned because of the price factor."

Seek Parley with Architects

Rostock said his committee recommends that the association appoint a representative to take these problems up with the American Institute of Architects and solicit cooperation.

Another matter cited by Farr was that the membership has "directed to the attention of the committee mattters of unfair competition on the part of manufacturers and wholesalers and also matters pertaining to product failure which has created unusual expense on the part of the contractor."

Reports were also submitted by James E. Perry, chairman of the codes, licensing and safety committee; A. M. Palen, chairman of the finance committee; Nathan Edelstein, chairman of the legal committee; E. S. Wright, chairman of the membership committee; Harvey O. Miller, chairman of the labor relations committee; and H. J. Prebensen, RACCA representative on the ASA B9 code committee.

Reporting on progress in the drafting of the B9 code, Prebensen said that as a result of many comments and much discussion, the chairman of the B9 committee ASA, together with the code drafting sub-committee, has been doing everything possible to correlate the last revision (sixth draft) with the provisions of the ASME boiler code, in order that the two documents may not be in conflict.

Status of the Code

He said the sub-committee has held up any attempt to prepare a seventh draft until differences between the two codes can be straightened out.

"It should be remembered," he stressed, "that the ASA B9 code is truly a standard safety code for mechanical refrigeration.

"It would be desirable, of course, to have a standard safety code for mechanical refrigeration which could be universally adopted, thus assuring that safety provisions for refrigeration installations would become more standard.

"Standardization would be helpful to the manufacturer, to the installer, and, finally, it would re reflected in a lower cost to the ultimate user. That goal is certainly worthy of whatever effort is required to accomplish it ...

"Many municipalities already have refrigeration codes written into their ordinances. A brief review indicates that wide differences with the B9 code do not exist.

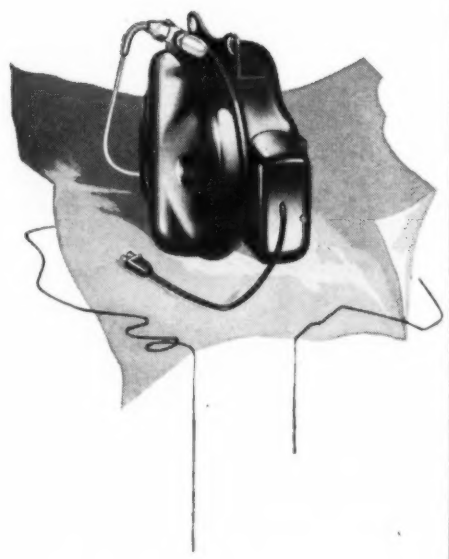
"Many municipalities who now do not have a refrigeration code may receive guidance from this document. Even though they do not accept it in its entirety, it is bound to exert its influence in such preparation and adoption."

During general sessions of the convention, addresses were delivered by Harry M. Bowser, manager, Educational Department, Thomas A. Edison, Inc.; C. S. Stackpole, vice president and general sales manager, Airtemp Div., Chrysler Corp.; Robert B. Dawkins, associate general counsel, Federal Trade Commission; Irving B. Hexter, president, Industrial Publishing Co.; and R. M. Swisher, business consultant.

The talks by these speakers will be reported separately.

Neat little Package

NEW COMPACT
HERMETIC MOTOR COMPRESSOR



Yes, it *is* a neat package—and a neat answer to the problem of limited space applications.

It's the new Tecumseh single cylinder, 1/10th horsepower Hermetic. Compact . . . just 9¾" in diameter by 5 17/32" thick. Think of the possibilities! Consider the *increased* food storage space made available with *no increase* in cabinet dimensions!

Yet the New Tecumseh Hermetic brings you all the outstanding features of the larger Tecumseh models. Internal spring mountings for smooth, quiet, vibrationless operation. Positive forced-feed lubrication to bearing surfaces and cylinder walls. And many other big Tecumseh features that assure a long life of trouble-free performance.

Ideal for apartment, midget and regular domestic refrigerators, water coolers, beverage coolers and vendors, biological cabinets, and other applications where space is at a premium.

Chieftain TECUMSEH PRODUCTS COMPANY
Tecumseh, Michigan
EXPORT DEPARTMENT: 2111 WOODWARD AVE., DETROIT 1, MICHIGAN

World's largest independent producer of Compressors and Condensing Units

Home Furnishings Picking Up, Survey Of 39 States Says

CHICAGO — Christmas "business as been phenomenally good in the rea from the Mississippi river hrough the mountain states," Lawrnce H. Whiting, president of the merican Furniture Mart, asserted ecently.

He based his opinion on a 39-state urvey made recently by Mart staff embers in person, by mail, and by ire.

"It has picked up in many other ectors," he stated, "including Provience, R. I., recently a distressed nemployment city. Oklahoma City and Salt Lake City are going 'like a house afire.'

"Following the receipt of news of the ending of the steel strikes and the coal 'holiday' business spurted throughout the country. Nonetheless, much of the Christmas volume is gone forever in West Virginia, heart of the soft coal country."

Businessmen were cautioned not to be misled by department store sales results. These are dominated by apparel sales, he said, and unseasonal weather has held back some selling in this field, with furs the chief sufferer.

In home furnishings, especially furniture and major appliances, the bulk of the sales are made in specialty furniture and appliance stores. These have done well, and they account for more than two thirds of the sales.

Department stores are important factors in only the 15 or 20 larger cities of the nation. He pointed to El Paso, Tex., where no department store sells furniture, as an example.

"In Nashville, Tenn., where department store sales were off, one furniture operation ran 36% ahead," he explained. "In Springfield, Mass., furniture sales ran 10% ahead of a year ago, while department store sales were 11% behind.

"But in Charleston, Huntington, and Bluefield, W. Va., home goods sales ran behind all commodities, furniture being off 70% in some instances."

Payments Extended over Life of Mortgage

Wider Use of Open-End Mortgage Is Termed Key to Financing Appliance Purchases, Remodeling Among Owners of Older Homes

NEW YORK CITY—Use of the open-end mortgage, by which the home owner can get money for needed home appliances, equipment, or repairs from his original mortgage lender and pay it back over the remaining life of the mortgage, was heartily endorsed at a conference on the subject sponsored by *Architectural Forum* magazine here recently.

Arthur Sworn Goldman, director of marketing and research for the magazine, called the open end mortgage "a relatively new type of instalment credit that stretches the home owner's dollar from three to six times as far as traditional consumer credit."

He added, "If properly merchandised, this instrument can serve as a strong economic bolster and as a trump card for the building industry in the struggle for the consumer's dollar.

"All of you are familiar with one form of this credit," Goldman continued, "the 25-year FHA or VA-insured mortgage which has enabled millions of low-income families to live in and pay for new homes under credit terms they can afford.

"There was one major flaw in this type of credit before the war, for only the shell of the house could be financed with it.

"Such essential equipment as ranges, refrigerators, and washing machines had to be financed separately and that meant back-breaking, short-term credit for the majority of U. S. families. But this feature has been remedied, thanks to the packaged mortgage program.

"Today it is possible for a home buyer in almost every state to acquire kitchen and laundry equipment, and in some states, even quality wall-to-wall carpeting as part of the house package and to pay for this wife-saving equipment over the 25-year period of his mortgage."

Now, Goldman said, it is possible under the open end mortgage, for the home owner who has only 10 more years to pay on his mortgage, for instance, to "get the money for needed alterations from his original mortgage lender and pay it back over the balance of the life of the mortgage. A $1,000 advance, spread over 10 years, costs the borrower $10.61 a month—just one-third the monthly payment under (FHA) Title 1 (modernization credit)."

More than a hundred million dollars worth of such credit was advanced by savings and loan associations in 1948 under this open end mortgage plan, according to M. K. M. Murphy, president of the U. S. Savings and Loan League, who led a panel discussion at the conference.

"But the surface has not yet been scratched," Murphy said, "when you stop to consider that American homeowners now have some 48 billion dollars worth of equity in mortgages on their homes, all of which is a potential source of security for additions and improvements to their homes."

Joseph L. Wood, assistant treasurer of Johns-Manville and a member of the panel, said that even now the average modernization job handled by Johns-Manville dealers amounts to about $500.

"But with the open end mortgage to bring monthly payments down, it is more than likely," said Wood, "that the average homeowner would increase his investment to something more than $1,000."

L. Douglas Meredith, executive vice president of the National Life Insurance Co. of Vermont and Emil A. Gallman, executive vice president of the New Jersey Savings and Loan League, both members of the panel, told the conference that their own institutions have been using the open end mortgage for a number of years, with complete satisfaction to both lender and borrower.

"From a practical point of view," said Gallman, "these loans are safe. Moreover, they place the financial institution in the role of credit counselor to the mortgagor and thus help to avoid over-extension of his credit."

Speaking from the point of view of the materials dealer, Cyrus B. Sweet, president of the National Retail Lumber Dealers Association, said that "long-term credit, with low monthly payments, would bring quality products within the reach of homeowners who could never before afford them, and would make it possible for materials dealers to keep American homes in good repair.

"Too little is known of this new credit tool," said Sweet, who suggested a broad program of interpretation of the open end mortgage to be spearheaded by manufacturers and lenders.

More than 200 building products manufacturers, mortgage lenders, homebuilders, and materials dealers attended the conference.

Business Bureau Guide On Retail Advertising & Selling Set for Early '50

NEW YORK CITY—The fourth edition of "A Guide for Retail Advertising and Selling," published by the Association of Better Business Bureaus, here, will be issued shortly after the first of the year, according to an announcement made today by Edward W. Gallagher, chairman of the association's Advertising Standards Committee.

The committee has just completed a four-day session in New York where it has been considering necessary revisions to bring the "Guide" into line with recent Federal Trade Commission rulings, changing merchandising conditions and new advertising and selling methods. The introduction of new products since the end of the recent war, such as television receivers, has also created a need for revising the book.

The new Guide will be distributed through Better Business Bureaus throughout the United States and Canada to advertisers, agencies, newspapers, schools, and others which are Bureau members, Gallagher stated. He anticipated that it would be available at $1 a copy as in the past.

Gallagher said the book is based on ethical business practices, reflecting more than 35 years' experience.

Unfair Pricing Charged To Toastmaster Dealer

RENTON, N. J.—Violation of its fair trade price agreement in the sale of Toastmaster products was charged against Queens Jewelry Co., Inc. of Hoboken, N. J., in a suit filed in the New Jersey Superior Court here by the McGraw Electric Co.

The manufacturer is seeking $500 damages or triple damages and a permanent injunction preventing the dealership from selling his products at less than the minimum established retail price.

He specifically accuses the dealer of selling a Toastmaster toaster at $17 when the minimum retail price was established at $21.50.

N. Y. Injunction Granted To Stop Coin Metered Washer Group Monoply

NEW YORK CITY—Anti-monopoly injunctions restraining a number of coin metered washing machine operators from "stifling competition" in the apartment house trade and a motion to dissolve the Coin Metered Washing Machine Operators Association, Inc. were granted to State Attorney General Nathaniel L. Goldstein here recently.

The 21 corporations and 116 individuals involved consented to both the injunctions and dissolution motion.

The operators are said to have established and maintained a price of 20 cents per wash in machines under their control. Through the association's code of ethics, it was charged, members agreed not to accept or solicit business in apartment houses where other members were already operating.

"The defendants agreed among themselves not to encroach on each other's locations," Goldstein declared. "The resulting monopolies permitted them to set an average price of 20 cents per wash—a price which the investigation has shown is an overcharge to housewives of about 25%."

Goldstein estimated that the association's members controlled about 6,000 of the approximately 30,000 machines in use in local apartment houses. Irving Gottlieb, president of the operators' association, however, placed the group's strength at about 10% of the industry in greater New York.

Gottlieb denied that the group exercised any great control over the industry and stated, "It did try, however, in so far as its own members were concerned, to stabilize the industry and eliminate much of the irresponsible and cut-throat competition that came into the field at the end of the war when machines became plentiful."

It was pointed out that the machines were operated in apartment house basements on a concession basis, with the landlords receiving a flat fee or a percentage of gross income.

Inland's "Magic Touch" Design Preferred By Prospects... Builds Bigger Sales And Profits For You

The "Magic Touch" Lever, an exclusive feature of Inland Ice Cube Trays, has literally *revolutionized* the standard of ice cube convenience.

It means *marvelous* ease in securing ice cubes. Refrigerator users *love* it! They want all their ice trays to have it. Of course they also get the exclusive Inland design and construction which means faster freezing and longer service.

To take fuli advantage of their sales appeal, make sure that the automatic refrigerators you sell this year are fully equipped with Inland "Magic Touch" Ice Cube Trays. And stock them amply for replacement sales to your customers who have old-style trays. Get these customer-demand sales and profits.

"Magic Touch" Ice Trays by INLAND MANUFACTURING

INLAND MANUFACTURING DIVISION
General Motors Corporation, Dayton, Ohio

INSIDE DOPE

by GEORGE F. TAUBENECK

(Concluded from Page 1, Column 1)

"Vell, at the last pless I vas vorking, a customer came in esking for a zoot to bury her pappa in," proclaimed Hotshot Harry. "I sold dot voman a green zoot heffink two pairs of pents!"

Harry was hired, and two years later he owned the store.

No Salesman Would Know

Perspiringly the sideshow barker pushed his straw skimmer farther back on his forehead.

"Ladeez an' gennulmun," he spieled, "we have here one of the strangest creatures in captivity—a laughing hyena! For only a thin dime—the tenth part of a dollah—you can step inside and see this amazing animal.

"Always laughing, the hyena eats only once a month and mates only once a year.

"Now, ladeez an' gennulmun," he continued, "I have here a prize, to be given away absolutely free, to any one among you who can answer this question:

"What in hell is the damn fool laughing about?"

Salesmanship-In-Reverse Story

Happenings like this—which have been deplorably frequent during the last several deplorable years—forced the writer to produce those let's learn-how-to-sell-again books: "One Foot in the Door," "The Marshal's Baton," and "It's a Great Life." If we hadn't written them, some other long-suffering customer probably would have (in self-defense, if for no other reason). Anyway, here's the first story, and it's typical.

After enjoying a gala evening at a swanky night spot, and paying a stiff check, two young couples prepared to depart.

"Say, waiter," called one of the men, "is it still raining outside?"

"Rawlly, I cawn't say," scorned the waiter disdainfully, "this doesn't happen to be one of my tables."

Another salesmanship-in-reverse tactic:

Exclusive and proper as all-get-out was The Old Dames Club—where the neat met the elite for luncheon. Its patrons wore exquisite clothes and had manners to match—natch.

Into this decorous scene of propriety a slovenly-dressed character barged past the headwaiter when the latter wasn't looking, seated himself at a table and—horror of horrors—tied a napkin around his neck.

"Oh, dear," cried the effeminate manager to the homosexual headwaiter, "please get that boor out of here—tactfully and unostentatiously, of course."

The headwaiter strode, as unostentatiously as he could, over to the offending interloper.

"How do you do, sir?" he minced. "Do you wish a shave or a haircut?"

In a feminine apparel shop a woman customer walked up to a salesgirl who was idly leaning against the inside of a counter.

"I'd like to buy a blouse," began the shopper. "Will you wait on me, please?"

"Not me," yawned the clerk. "It ain't time for me to be back from lunch yet."

Sam Blatblatt, the portly sales manager of a large chain of department stores, inspected a new unit of his empire—one which had just opened in a midwestern metropolis. While pudging his way through its many floors, Sam spied two girls sitting at adjoining desks, idly manicuring their nails.

"What's the matter here?" Sam huffed and puffed. "Why aren't you two working?"

"Just lucky, I guess," smirked the blond one.

"See here," harrumphed Sam, "I'll have no facetious remarks from employes!"

"Oh, she's not being 'fast,' er, what you said," the brunette covered up. "This here is the Complaint Department!"

Hazards of Doorbell Ringing

E. Beaver, red-hot insurance salesman, rapped on the door of a two-flights up apartment in New York City's Harlem district. His knock was answered by an ample-bosomed woman and an assortment of tots who peered shyly at the visitor.

"Is the gentleman of the house in?" opened the salesman.

"No, suh!" exclaimed the mother of the brood. "That no-good man o' mine left me eight years ago."

"But, madam," stammered the salesman, eyeing the numerous toddlers, "how about . . . ?"

"Oh, they's his chillun, all right!"

"But, you said he left you eight years ago?"

"That he did," she sighed, "but he comes back once in a while to 'pologize!"

Time Out for Inspiration

Babe Ruth is a national hero, and an American legend. He knocked 851 spectacular home runs out of the park in his major league career, and he told all and sundry to "go to hell" while he was doing it. He lived his own life in his own way; and everybody loved him almost as much for his independence as for his prowess.

Ordinary people, such as you and I, are apt to discount the significance of such a career. A free, untrammelled character like "the Babe" has no relation to us, we deprecate. Guys like that, we're too apt to figure, are superendowed, just like handsome sons of rich men, or wealthy young widows with 37-inch bustlines.

But—and mark this well—the mighty Sultan of Swat also suffered the ignominy of abject *failure*. He struck out 1,330 times, more than any other big leaguer in all history. And many was the time that his purported friends turned against him when he was in trouble.

Ruth wasn't always a "hot shot." Sometimes he was lower than whaledung at the bottom of the Pacific Ocean. But missed opportunities, day-to-day disappointments, and undeserved criticism seldom disturbed this truly great figure of a MAN for long. When things went wrong, or when he was criticized either righteously or unjustly, he didn't give up and quit. Nor did he blame somebody else. He merely kept on trying to do his best, and to live his own life in his own exceptional manner.

There's a lesson here for all of us, and especially for salesmen.

Failure never bothered "the Babe." He laughed off his strike-outs, he ignored his critics, and he continued to play baseball and live lustily. When Ruth was in the midst of a severe batting slump, for example, he once confided to his sportswriter pal, the late Grantland Rice:

"Don't worry about me, fella. I'll just keep doing what I always do, and the law of averages will take care of me. Bad luck doesn't last long."

Unlike many gifted long-ball hitters who moped back to the minor leagues after several discouraging batting slumps, Ruth retained his aplomb every time his batting average hit the skids temporarily. He kept on swinging in his own way, *trusting in the law of averages,* and *believing in himself.*

You too, etc., Mr. Salesman!

Add Salesman Stories

Stimulated by the do-or-die pep talks of his sales manager, a clock salesman traveled deep into the mountain regions of Tennessee. In his selling campaign, however, he met frustration at every turn. The illiterate "mounting side" inhabitants had no interest in what year it was, let alone the time of day.

Our Hero refused to become discouraged until one fateful afternoon when he approached a tumble-down shack and spied two inanimate objects reclining on its declining porch. These stationary figures turned out to be an old man and a small boy.

As the salesman labored up the incline to this porch, he overheard their desultory conversation.

"Whut time be it Granpaw?" wondered the child.

"Dunno," drawled the elderly man indifferently. Glancing lazily at the shadows on the porch, he yawned: "Reckon it be 'bout two planks 'til suppertime."

The clock salesman demanded a new territory as soon as he could post a letter to the home office.

Daddy was "on the road" five days a week. Saturdays he returned to the bosom of his family. His youngest son, a precocious lad, always interrogated Daddy as to what happened on his last trip.

Worn out and bedraggled from a sleeper-jump over the Pennsylvania Railroad's bumpity roadbed, Daddy was caught with his fences down more than once.

"Make a sale, Daddy?"

"Nope. Made a swell contact, though. She's the new buyer for the National Chain of Upstart Stores. She likes me plenty. And what a doll she is!"

"Doll, Daddy? Does she close her eyes like sister's doll when you lay her down, Daddy?"

Writes His Own Ticket

Dashing madly into the President's office, the Sales Manager panted:

"We gotta fire that fresh new salesman you hired three months ago. He's too insulting to live with any longer. Why. . . ."

"Calm yourself, Pete," smoothed the Old Man, re-adjusting his bifocals. "Stroke your nerves. Er . . . uh . . . how did he insult you?"

"That S.O.B., that nincompoop, that. . . ."

"Now, now Pete, control yourself. What did he say or do to upset you?"

Sputtered the Sales Manager: "He told me to kiss his hind end, that's what he did. And he said that went for you, too."

"Wha-a-at?"

"That's what he said."

"Whuff-whuff, harrumph! Mmmm . . . Uh . . . how many of our Widgets has he sold?"

"First month he sold 243," admitted the calmed-down sales executive, consulting his pocket record-book. "Second month he sold 1,184, and this month he sold 22,789 of our Widgets."

The Old Man regained his poise. "Pete," he allowed, reaching for a wad of Kleenex tissues, "it's time we let him have his own way."

Canned Sales Talk

When he's had his fourth "old-fashioned" cocktail, an insurance salesman in our neighborhood loves to recount the details of his first big sale. As our neighbor tells it he trudged clumsily into the plushy office of an important and impressive sales executive.

"I don't suppose you'd be interested in buying any life insurance today, would you?" he mumbled apologetically.

"Hell, no," shouted the sales manager, glaring contemptuously at this poor-excuse-for-a-salesman. Our neighbor started to leave.

"Just a moment," Mr. Bigshot roared at the woebegone figure slithering through the doorway. "Do you know that you have the distinction of presenting the crummiest sales talk I have ever heard? Come back here!"

Thereupon the mighty sales executive reproached the hapless insurance agent at great length and with great gusto for his lack of selling "know how."

"Tell you what I'll do," offered Mr. Bigshot, when he'd run out of wind. "Because you're new in this racket and need a sale so badly, I'm going to buy a $10,000 policy from you to give you a start. But after this, remember: Memorize a few good sales talks before you approach a prospect."

"Oh, I already have," grinned the salesman, shyly, "That one you just heard was the standard approach to sales managers."

Twentieth Century Aesop

Al and Joe are identical twin brothers. Early in life each took a fling at sales careers. Today Al is an exceptionally successful salesman. Joe, though, didn't do so well at selling, and quit the profession to become an executive.

They are partners now in a small business of their own. Joe is Mr. Inside; Al is Mr. Outside.

"My brother, Joe," Al explains to people who wonder why his identical twin doesn't contact customers, "can't listen to anyone tell a fish story without telling about a bigger and better fish which he hooked one time. But when I hear a fish story, I smile all over and say:

" 'Gosh, I wish I could catch a big fish like that!' "

That's why Joe is an inside executive, and Al pleases the customers.

A New Twist for Sales Promotion

"Our problem," explained the sales manager at the staff meeting, "is to get these direct-mail letters read by every married woman in the $5,000-and-up income bracket in the nation."

Staff brows furrowed collectively.

"Tell you what we can do," spoke up a henpecked conferee, at length. "Have girls address the envelopes by hand, direct these letters to *husbands* of these prospects, and label each envelope (in feminine handwriting) 'Personal.'

"A scent of perfume would help, too."

The Salesman Strikes Back

Back from a long, tough assault upon customers' sales resistance, Peddler Pete dangled a leg over the receptionist's desk and began telling her a spicy new twist on the Farmer's Daughter Legend. In the middle of this foolishness, the efficiency-worshipping Office Manager burst in with a great show of self-importance. He spied a cigarette butt on the floor and charged:

"Pete, is that yours?"

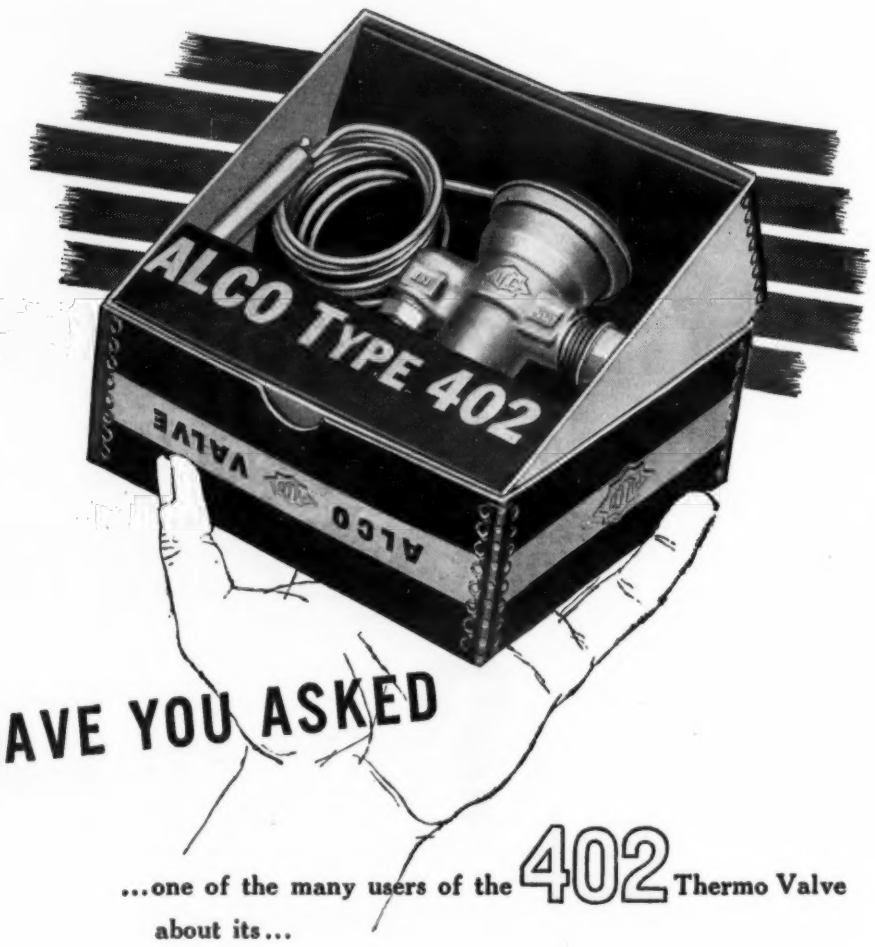
"Why, no. Help yourself. You saw it first."

Efficiency Expert

Several months later Peter returned from a protracted road trip and reported to the President of his firm. They chinned for awhile, and then Pete wondered:

"Is that Efficiency Expert, the one you hired to install a new office system, cutting down overhead costs? I sure hope so, because all my customers are crying for lower prices."

"Tell you the truth, Pete," confided the Old Man, "we've had to hire 16 extra girls to operate his system."



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Use of Chilled Water In Central Systems Permits Flexibility, Says ASRE Speaker

Direct Expansion, Chilled Water Coil Merits Weighed

CHICAGO—In central air conditioning systems, the use of chilled water permits maximum flexibility in design and operation, though there are many applications, such as in theaters involving relatively few coils, where direct expansion coils can be used to advantage.

This opinion was expressed by H. Corbyn Rooks, head of the heat transfer division, The Trane Co., at the November meeting of the Illinois chapter, American Society of Heating & Ventilating Engineers.

In a talk dealing with practical aspects of cooling coil selection, Rooks stressed the fact that there is a limit to direct expansion coil pressure drop and that proper selection of the expansion valve is important.

A valve which is too large will pass slugs of liquid and a valve which is too small will cause excessive superheat. He defined excessive superheat as 12° to 15° F.

For fairly large sized air conditioning jobs he recommends an equalizer connection on the expansion valve. Sounding a note of caution, the speaker warned against using multiple expansion coils having long runs and connected to a common compressor. This practice, he said, invariably results in considerable trouble.

Three basic methods of coil selection commonly used, said Rooks, are the sensible load ratio method, the total load method employing a wetted surface factor, and the method of the Blast Coil Manufacturers Institute.

While the latter was said to be theoretically more correct over a wide range of conditions, the calculations are involved. In his opinion, any one of the methods will give satisfactory results if proper basic factors are used.

In regard to the much debated question of economical coil depth, the speaker suggested a minimum of four rows for chilled water and direct expansion coils and six rows for well water coils.

He stated that air leaving a direct expansion coil of four, six, or eight rows will probably have a relative humidity of 85, 90, or 95%, respectively.

In closing his talk, Rooks condemned the use of a flooded coil with "Freon" as too tricky. He told members not to hesitate in oversizing direct expansion coils, but to size water coils on "the head."

Hotel Building Program To Provide Big Market

NEW YORK CITY—Construction of new hotels and remodeling of existing ones under a 1½ to 2 billion dollar spending program will provide a sizeable market for the refrigeration and air conditioning industry, it was indicated at the 34th National Hotel Exposition held here recently.

The program includes the expenditure of $130 million for hotels now being built, $800 million for current and projected remodeling, and between $450 million and $500 million for furnishings, according to Charles A. Horrworth, executive vice president of the American Hotel Association.

In remodeling present hotels, owners will install air conditioning systems, large kitchen equipment, plumbing, and other facilities.

The program was reportedly prompted by a gradual decline in hotel patronage. Concensus among hotel men from all parts of the country was that the industry is now in a "buyers' market" and that salesmanship must be the order of the day to attract guests.

As one hotel executive put it: "Say it with improvements. That's the best salesmanship a hotel can employ."

Ohio Commercial Firm Moves

CINCINNATI—The National Refrigeration Service Co., in business here since 1937, has moved to 2348 Gilbert Ave. The concern specializes in self-service and display refrigerated meat cases as well as allied items.

Air Treatment Unit To Reduce Office Colds

Newest adjunct to air conditioning units is the air treatment unit shown in the right foreground. As installed in the offices of National Radiator Co., Johnstown, Pa. this unit has filters which are continually washed with a solution of triethylene glycol and water. Contact with the glycol vapor is said to kill off disease carrying air-borne bacteria. The Teg air treatment unit also reduces office dust and controls humidity.

Year-Round Systems Popular

Lincoln Food Stores Plan Cooling

LINCOLN, Neb. — The stage is being set for air conditioning of food stores in Lincoln, according to officials of the Max J. Lehman Co., Carrier distributor.

The Kushner store near 17th and "O" Sts. was the first grocery in the city to install year-round air conditioning with mechanical refrigeration. The Carrier installation was made last summer.

Safeway Stores, Inc., is building a new supermarket at 48th and Huntington Ave., replacing a structure destroyed by fire several months ago, and the new store will have a year-round air conditioning system.

Milton Beechner, who is greatly expanding and modernizing his supermarket at 17th and South Sts. to make it the "finest food store in Nebraska," also has contracted for a year-round air conditioning installation.

The Beechner supermarket at 27th and "O" Sts. installed air conditioning in 1948, but that system utilizes well water for cooling rather than depending on mechanical refrigeration.

R. H. Dear Re-Elected President of Texas Air Conditioning Group

DALLAS, Tex.—The Texas Appliance and Air Conditioning Association held its first annual meeting here at Hotel Adolphus, with 100 appliance and air conditioning dealers in attendance.

Raymond H. Dear of Austin, president, and Preston A. Weatherred, general counsel from Dallas, spoke.

The new board of directors elected for 1950 includes Dear; Frank G. Atwater, James A. Walsh, Ernest Crumpacker, and Howard Terry of Houston; B. B. Baird, Longview; Marvin L. Brown, Roy R. Matthews, J. B. Lowe, and Fred Rodgers, Dallas; A. R. Nuckols, Waco; A. W. Stubbeman and Paul Cato, Fort Worth; J. E. Connally, Abilene; Charles W. Parce, Harlingen; Dave Locher, Corpus Christi; E. L. Moseley, Galveston; J. W. Thiele, San Antonio; and Sydney Gaines, Wichita Falls.

The new directors met and re-elected Dear as president for the ensuing year. Matthews was chosen vice president and Terry, treasurer.

Wolff, of York Corp., Speaks At Erie ASRE November Meeting

ERIE, Pa.—A. P. Wolff, application engineer for the York Corp., was principal speaker at the November meeting of the Erie section, American Society of Refrigerating Engineers in the General Electric Community Center.

S. E. Koziar of the Erie Works of the G-E refrigerator laboratory presided over a technical discussion.

Super-Cold Sales for 9 Months Of 1949 Edge Past Last Year

LOS ANGELES — For the nine months ended Sept. 30, Super-Cold Corp. has reported a net income of $216,257, equal to 36 cents a share, compared with $206,221, or 34 cents a share, in the corresponding period a year ago. Net sales in the 1949 period totaled $4,783,268, against $3,903,668 in the 1948 period.

Dealership Named In Beaumont

BEAUMONT, Tex.—McInnis Blind Co., 1495 Railroad Ave., has announced its appointment as Westinghouse dealer for Beaumont.

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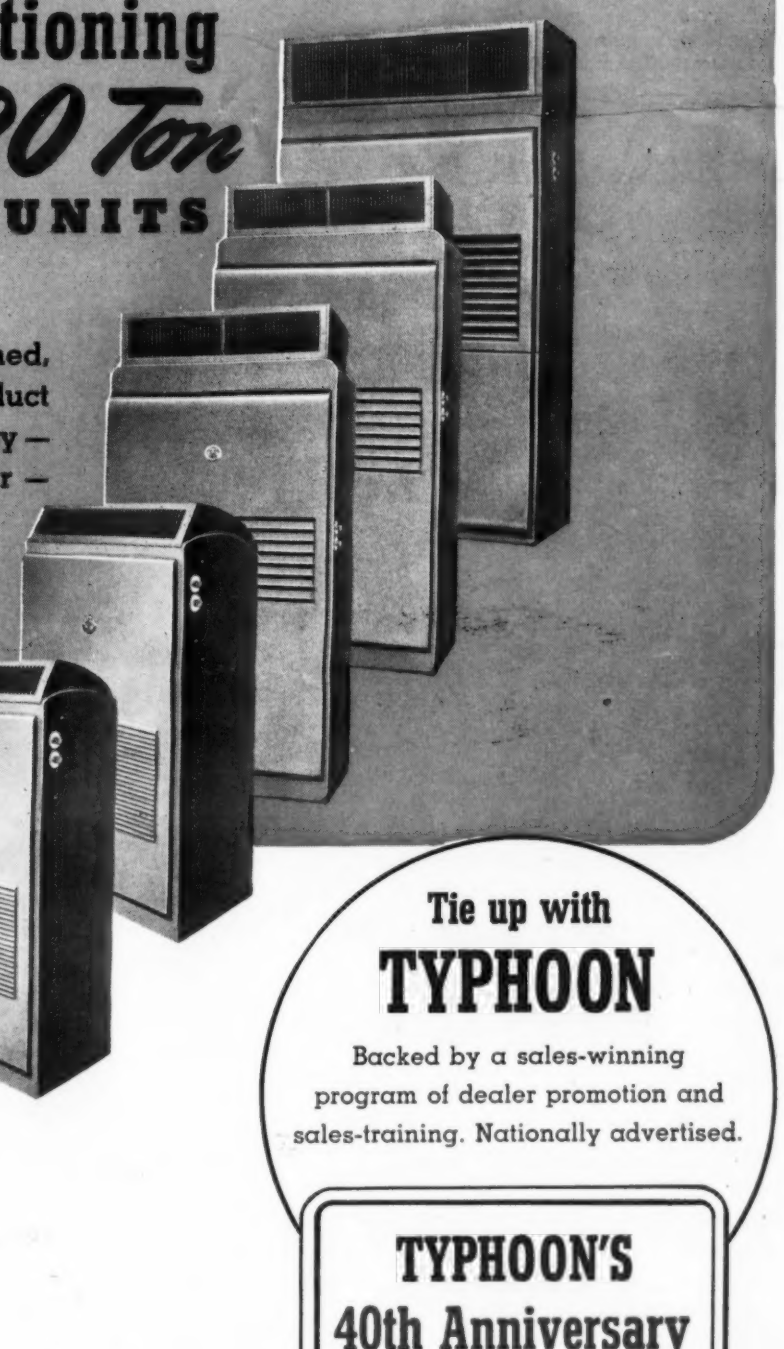

TYPHOON self-contained, free-standing units require no duct work — installation is quick, easy — you can do more jobs per year — your dollars turn over faster.

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15 and 20-Ton packaged units and evaporative condensers! Typhoon is now stronger than ever with the most complete line of air conditioners—in the big profit range.

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7 Educational Talks Highlight 12th Annual RSES Convention Held During Industry Show

More Regional Conferences Planned for Next 2 Years, Rema Informs Society; Harris Re-Elected President

ATLANTIC CITY, N. J.—Well attended, the twelfth annual convention of the International Refrigeration Service Engineers Society held at the Ambassador hotel here during the All-Industry Show drew capacity crowds into its meeting rooms to hear the seven educational talks presented at the four-day sessions, Nov. 13 to 16.

Members also enthusiastically received the announcement from K. B. Thorndike, Rema president, that Rema and RSES would again cooperate in presenting three or four "educational conferences" in various parts of the country during the two years before the next All-Industry Show to be held in Chicago in November of 1951.

RSES Increasing Budget For Education by 25%

Details of these conferences will be worked out in the near future, RSES was informed by Ted Coggin, named to head Rema's educational committee.

The society itself is also expanding its educational activities, indicated H. T. McDermott, secretary, who informed members that RSES is increasing its educational budget by 25%.

High spot in the convention, entertainment-wise was the annual banquet and floor show Tuesday night, Nov. 15, which was so heavily attended that most of the RSES officers had to eat elsewhere. In effect, this was virtually an "all-industry banquet" and was promoted as such.

Harris Re-Elected

Charles C. E. Harris of Arlington, Mass., was unanimously re-elected president of the society at the final convention session, the other new officers being C. W. Neisel of Corpus Christi, Tex., first vice president; Cecil Visger of Kansas City, Mo., second vice president; M. R. Hanks of San Diego, Calif., treasurer (re-elected); H. T. McDermott of Chicago, secretary (re-elected); and John H. Spence of St. Louis, chairman of the educational and examining board (re-elected). Paul Reed continues as educational director.

Directors elected for two-year terms are J. M. Turner of Montreal, L. S. Levy of Washington, D. C., George Klahn of Minneapolis, Floyd Lilley of Chicago, and Harry Dike of San Francisco.

Deputy Director Named For Northwest District

Upon recommendation of the nominating committee, President Harris also appointed a deputy director to represent the northwestern section of the United States to work under the supervision of Dike. O. C. Yates of Seattle was the appointee for this post.

The convention also passed an amendment to the by-laws of the international organization to limit the use of proxy voting. The amendment provides that a delegate can hold proxies for no more than three chapter voting delegates and votes for no more than 150 members. The amendment was passed with one dissenting vote.

Following the election of Harris for another term, Bill Irving, representing the California state association, presented Harris with a clear lucite gavel that he had made himself.

Lack of Fundamentals Hit In Examinations

During a prolonged wait while ballots for the election of directors were being counted, John Spence took the opportunity to point out to members that the majority of failures on the society's certificate examinations that are being given to members of individual chapters are caused by a lack of knowledge of the fundamental principles of refrigeration.

Spence said that he had taken 100 examination papers and broken them down question by question. From this, he said, he determined that it was the basic principles that were causing the most trouble, even among men who had been in the business for many years.

"If you don't maintain your knowledge of refrigeration principles and use them, you are being derelict in your duty," he told the service engineers.

He cited the questions of how heat is transferred and what specific heat is as typical of the ones that were missed on examinations.

Tax Expert Stresses Need For Proper Bookkeeping

In the first educational talk of the convention presented Sunday afternoon by Edward Fogel, Philadelphia tax consultant, the RSES members were told, "There is no further need to argue that any organization today is only as good as its records."

Fogel's topic was "The Money End of the Service Business."

Besides showing service firms exactly what their costs and profits are, "proper records go a long way in substantiating your claims on income tax," Fogel declared.

"In case you keep poor records or none at all, Uncle Sam can and sometimes does come in and set up his own records and you have to pay the bill he hands you."

Answering a question, Fogel commented that "the Bureau of Internal Revenue can't demand that you keep any particular set of records, but it does insist on adequate records of costs and income so that a complete audit is not necessary. Otherwise, the bureau will establish your costs and make you pay the deficiency."

In his discussion (which will be published in detail in an early issue of the NEWS), Fogel also outlined the whole problem of record-keeping and costs of operation for a service firm.

Problems In Safety, New First Aid Kit Shown

A discussion of safety work illustrated with a series of slides was presented by George J. Schuld, Sr., chairman of the International RSES safety committee. Schuld cited a number of safety precautions that should always be taken by servicemen but which, in their hurry to get a job done, the servicemen often forget.

Among them were warnings that abandoned refrigerators are death traps for children (hinges and latches should be removed), not to purge refrigerants in a poorly ventilated room, never to hang a lighted torch on top of Prest-O-Lite cylinder, and never to store a charged condensing unit in the basement (in case of fire it could explode).

Following Schuld's talk, Richard D. Hollingsworth presented a first aid kit that had been devised especially for refrigeration service engineers. The kit, which was housed in a 20-gauge steel box, included such particularly applicable items as eye pads, boric acid for washing eyes, methiolate antiseptic swabs, and a card containing first aid instructions on injuries peculiar to the refrigeration service industry. The kit will sell to members for $5 and to chapters for $4.50 each. Refills are obtainable from the international office.

RSES Learns Functions Of Underwriters Lab

E. F. Tabicz, engineer for the Underwriters Laboratories of Chicago, explained to the group the functions of Underwriters Laboratories, the work it does, and the use of its labels.

He pointed out that UL is currently testing five categories of refrigeration and air conditioning equipment. These are self-contained air conditioning units, commercial refrigeration systems, air conditioning systems of several component parts, refrigerated display cases, and refrigeration accessories such as condensing units and valves.

He noted that the UL is interested mainly in the fire hazard present in this equipment.

"The service engineer can perform many operations on hermetic units in the field," the RSES group was told by Emmett Williams, president of Airserco Mfg. Co., who discussed "Testing and Repairing Hermetic Units" to conclude the Monday educational session.

Many causes of failure in hermetics are external, he indicated, including such things as troubles with fan, relays, capillaries, thermostats, stuck compressors, and system leaks, many of which can be repaired in the field.

Williams Lists Causes Of Hermetic Troubles

Chief causes of internal trouble with hermetics, Williams said, are (1) compressor fails to pump, (2) capillary tube restricted, (3) leaks at terminals, (4) moisture in system.

"Lack of ventilation or inadequate dissipation of heat is probably the chief over-all cause of failure in hermetics," he commented. "Under these conditions the wiring becomes brittle, the capacity of the motor to start is greatly reduced, and the unit has a longer running time."

In his talk Williams showed by means of slides how various testing instruments could be used by servicemen in analyzing hermetic unit complaints.

The program on Tuesday morning, Nov. 15, was devoted to presentations covering ultra-violet light, soft soldering, and field motor service.

Cites Advantages of Ultra-Violet Lamps

The use of ultra-violet light for refrigerated areas and as a leak detector was discussed by J. L. Goodson, vice president and sales manager of Ultra-Violet Products, Inc.

After staging several unusual demonstrations of the varied uses of ultra-violet light outside the field of refrigeration, Goodson analyzed the pros and cons of the application of ultra-violet lamps to leak detecting.

Type of Oil Governs Use of Lamps on Leaks

Explaining that oil is identified by its fluorescence, Goodson pointed out that black light can't be used for leak detecting where a non-fluorescent oil is employed in the system. For the latter, he said, a dye could be added so the ultra-violet lamp could be used.

Advantages of using ultra-violet lamps in controlling bacterial growth on foods were summarized also by Goodson to include reduction in trim losses, elimination of odors from bacteria, higher storage temperatures with consequent increased humidity and reduced shrinkage, and faster ageing.

Low Voltage Cited as Frequent Motor Complaint

Problems of "Field Motor Service" were also discussed at the Tuesday morning educational session by B. L. Britt, service manager of Wagner Electric Corp.

Low voltage, he said, was a frequent cause of service complaints involving motors, particularly in those instances where the motor won't pull the load.

Using a voltmeter and an ammeter is the best way to check a motor that's not pulling the load, Britt declared, adding that much time can be saved by having this equipment.

"This can't be stressed too much," he told the servicemen.

A demonstration of the best methods of soldering pipe and fittings was presented at the Tuesday session by Paul Domke, sales engineer for Mueller Brass Co.

Guide RSES Activities Next Year

Newly elected officers of the Refrigeration Service Engineers Society for the coming year are, seated in the front row, from left to right: Paul Reed, educational director; J. D. Nall, sergeant-at-arms; H. T. McDermott, secretary; Cecil Visger, second vice president; Charles C. E. Harris, president; M. R. Hanks, treasurer; Carl Neisel, first vice president; and John Spence, chairman of the educational and examining board. Standing behind them are directors (from left to right): Harry Dike, '51; George Klahn, '51; Bert Miller, '50; George Tierney, '50; C. S. Tucker, '50; George Schuld, chairman of the safety committee (not a director); Floyd Lilley, '51; Earl Yockey, '50; J. M. Lock, '50; and L. S. Levy, '51. J. M. Turner, '51, was not present for the picture.

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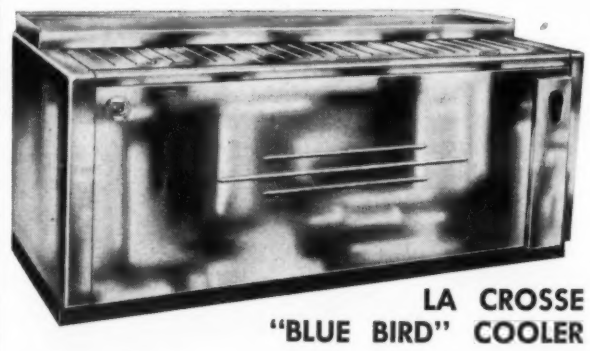

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- For either electric complete or remote installation.
- Either Blue or Stainless Steel exterior.

Yes Sir, it takes a lot of "know how" and manufacturing experience to know the "Whats, Whys and Wherefores" of public demand. When La Crosse introduced the BLUE BIRD BOTTLE COOLER a few months ago, it hit that demand right on the head. Response has been terrific—consumer acceptance "Tops." The BLUE BIRD'S sound design, especially built for *practical*, industry wide applications has met the requirements of King Consumer.

Thank You!! for the warm reception the Complete Line from La Crosse received at the All-Industry Show. The popular acclaim given our new Beer Dispensing Development was indeed heartening.

LA CROSSE COOLER CO.

2809-17 Losey Blvd. So., La Crosse, Wisconsin

Export Representatives: Melvin Pine & Co.
Cable address: Eximport 80 Broad St., New York 4, New York

Rewa Elects Marsden, Sets Date for Joint Meeting In 1950 with Rema, Defers Action on Financing Plan

ATLANTIC CITY, N. J.—Members of the Refrigeration Equipment Wholesalers Association in their annual meeting Nov. 14-15 at the Claridge hotel here—

1. Elected a slate of new officers, headed by E. C. Marsden as the new president.
2. Set a date for a joint meeting in 1950 with the Refrigeration Equipment Manufacturers Association.
3. Took no action on a proposed plan of association-sponsored financing for customers of Rewa members.
4. Heard a discussion by J. P. Glass of Chase Supply Co., Chicago, on what wholesalers can do in the way of sales promotion.

These were the high spots of the meeting, which of course also included all of the annual business affairs of the association, and the reports of the trade relations and other committees.

Marsden, of Marsden & Wasserman, Inc., Hartford, Conn., will take office Jan. 1. Other new officers elected include J. P. Glass, Chase Supply Co., Chicago, vice president; F. V. Wilson, Standard Brass & Mfg. Co., Beaumont, Tex., secretary; and C. W. Eskridge, Henry V. Dick & Co., Inc., Charlotte, N. C., treasurer.

New directors elected include N. K. Mason (region 5), Mason Supply Co., Columbus, Ohio; and Merle Stutzman (region 9), Refrigeration Supplies Distributor, Los Angeles.

The joint Rewa-Rema meeting has been scheduled for Nov. 2, 3, and 4, 1950, at the Greenbrier hotel in White Sulphur Springs, W. Va. The Rewa board of directors will meet March 30-31 at Kansas City, Mo.

Proposal for an association-sponsored financing plan to be made available to the customers of the various individual members failed to enlist the necessary support of a sufficient number of the membership at this meeting.

New officers of Refrigeration Equipment Wholesalers Association, J. P. Glass, Chicago, vice president; and E. C. Marsden, Hartford, Conn., president (second and third from left), visit the Show and get a demonstration of finned tubing from J. R. Lynch, Rome-Turney Co.

Expansion of the refrigeration supplies wholesaler's operation, increased competition, and greater sales resistance brought about by economic changes, has made it imperative that more time, thought, and effort be devoted to sales promotion, Glass told the Rewa members.

While continued personal calls on customers and prospective customers is all important, this personal contact must be augmented with sales promotion literature, catalogs, pricing information, house organs, space advertising, and other promotion means.

A good sales promotion program should be supervised by an individual who is conversant with the problems of the industry, who is a good administrator, and who knows something about catalogs and graphic arts, the speaker pointed out.

Such an individual must be one who thrives on detail, because it's the details that count in sales promotion. Every request for literature or prices warrants a prompt and intelligent reply. Every price change must be communicated to the sales force—and if possible, to the trade, immediately.

Primary job of the sales promotion department, Glass said, is to tell your customers and prospective customers—

1. Who you are.
2. Where you are.
3. What you sell.
4. How much it costs.

And this should be done with the drumming regularity of a soap advertising campaign.

Space advertising in trade publications serves mainly to tell the trade who, where, and what. It builds prestige and builds confidence in your organization, the Chicago wholesaler declared. It can be used to obtain catalog requests.

A clear cut policy on who will receive the catalog—and who will not—must be set forth, it was averred. A logical reason must be offered the student, and the dealer in Timbuctoo, for refusal to send him a catalog. A circle should be drawn around the area you propose to serve with a catalog, then mail it to all comers who identify themselves as customers in some tangible way.

While the ideal solution to the catalog problem would be a new issue each month, the cost of such a program would be prohibitive, so a pricing service must be devised to protect the wholesaler's catalog investment.

Currently wholesalers are facing a price cutting type of competition from many quarters, Glass said, and sales promotion campaigns can and should be designed to build confidence and stability in the wholesaler and his place in the industry, as well as to create sales.

He cited statistics taken from a trade journal on a survey of the reasons why a typical business firm loses customers.

1% die
3% move
5% give their business to friends
9% because of lower prices elsewhere
14% because of grievances
68% because of indifference.

"There's the story of what the sales promotion department can do," Glass pointed out. "Only 9% of those taking their business elsewhere quit doing business with the old stand because they could get a lower price some other place, but 68% wandered away because the management was indifferent to them."

Gray Rejoins Staff Of Mueller Brass

PORT HURON, Mich.—Robert A. Gray has rejoined the staff of Mueller Brass Co. as a refrigeration engineer concentrating on the development and application of the company's refrigeration products.

Gray was formerly associated with Refrigeration Valve & Mfg. Co. and prior to that had been with Mueller Brass for 18 years.

Cutler-Hammer Profits

MILWAUKEE — Cutler-Hammer, Inc., recently reported that, for the nine months ended Sept. 30, it earned a net profit of $1,654,141, or $2.51 per share.

In the same period last year, it earned $2,386,874, or $3.62 per share.

WHY PAY MORE...

when you can buy this GENERAL CASE which offers all the features of cases selling at almost double its price . . . *Plus* a firm MONEY-BACK GUARANTEE

at $199.00 NET F.O.B. N. Y.

MM4: FUL VISION CASE

UNCONDITIONAL GUARANTEE

If, after purchasing the MM4 Ful Vision Case, you find that it does not come up to your complete satisfaction, we will take it back, paying freight costs for return—and *Refund Your Money in FULL*

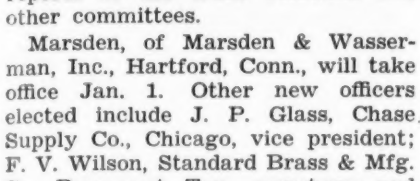
4' Ful Vision Case finished in glistening baked enamel with chrome trim. Triple Thermopane glass. Coils hooked up.

- Convenient hinged rear door
- 3 Corrosion proof aluminum shelves
- New type fluorescent fixture for brighter display
- All parts easily replaced
- Also available in 5' & 6' lengths
- All sizes available self contained, ready for plug in.

SPECIAL ⅓ H.P. air-cooled Chrysler Airtemp Unit $69.00

GENERAL REFRIGERATORS CORPORATION
678 BROADWAY, NEW YORK 12, N. Y.

LOOK to LARKIN for Durability



THE ORIGINAL, PATENTED CROSS-FIN COIL

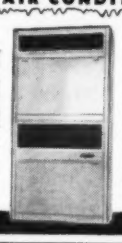
The refrigeration coil that changed an industry stands today unchallenged for performance, user satisfaction and lasting durability. Made from only the finest materials by skilled craftsmen under exacting standards, every Larkin Coil features imbedded fin-to-tube contact, swaged connection, silfos welded construction, and staggered tubing. Write for complete details.

Manufacturers of the original Cross-Fin Coil — Humi-Temp Units — Evaporative and Air Cooled Condensers — Air Conditioning Units and Coils — Direct Expansion Water Coolers — Steel Vacuum Plate Coils — Heat Exchangers.

WATCHDOG OF THE NATION'S FOOD SUPPLY

LARKIN COILS
519 MEMORIAL DR., S.E. • ATLANTA, GA.

Lipman
REFRIGERATION and AIR CONDITIONING



Self-Contained AIR CONDITIONER
3, 5 and 7½ ton models

General Refrigeration Division
Yates-American Machine Company, Beloit, Wisconsin

Meet The Salesman Who Never Gives Up

MODEL DC12-2D
Specifications: 12 cu. ft. capacity; covers 28" x 76" floor space; 62" over-all height; 110-120 V. motor; ⅓ h. p. compressor; includes 3 dividers.

Here's one salesman who *never* gives up. He's *always* on the job . . . catching your customers' eyes with his colorful, 3-dimensional pictures . . . offering them frozen foods kept at a constant sub-zero temperature . . . inviting them to help themselves from his attractive enameled display case. His name . . .

BTC FROZEN FOOD DISPLAY CASE

And he comes to you with a heavy, all-steel Bonderized construction that incudes five inches of vapor-sealed insulation . . . full-flooded evaporator plate liner . . . precision-engineered motor and compressor . . . one-piece stainless steel top trim . . . and a 5-year Warranty against food spoilage and mechanical defects in hermetically sealed compressor.

Put this persevering salesman to work for you, then watch your frozen food sales soar.

MODEL DC18-2D
Specifications: 18 cu. ft. capacity covers 28" x 98½" floor space; 62" over-all height; 110-120 V motor; ½ h.p. compressor; includes 5 dividers.

THE BREWER-TITCHENER CORPORATION
Binghamton, New York

Keeping Adequate Cost Records Seen Key To Higher Commercial Sales Profit

By C. Dale Mericle

ATLANTIC CITY, N. J. — Big news at the third annual meeting of the National Commercial Refrigerator Sales Association held here last week was the announced appointment of Fernley and Fernley, trade association management firm, to handle the activities of the group.

For the next three years, explained Russ Maintain, retiring NCRSA president, direction of organization affairs will be assisted by George A. Fernley and Thomas A. Fernley, Jr., advisory secretaries; Marie H. Lawton, executive secretary, and R. Bruce Wall, secretary.

An increase in dues to $60 a year beginning Jan. 1, 1950, was also adopted by NCRSA members during the meeting, which was held Tuesday, Nov. 15, at the Ambassador hotel here.

Panel discussions featured the morning and afternoon sessions of the one-day meeting, which were followed by a closed business session and a banquet Tuesday evening.

Members and guests at the dinner heard brief talks by Robert Tebeau, of Dun & Bradstreet; William Stelpflug, vice president of Hussmann Refrigeration, Inc.; George F. Taubeneck, editor and publisher of AIR CONDITIONING & REFRIGERATION NEWS, and Tom Fernley of Fernley and Fernley.

Outlined by the latter was an 11-point program that would include confidential surveys of members to determine (1) overhead expense breakdown on annual basis for commercial refrigerator distributors and dealers, (2) methods of compensating salesmen, (3) types of insurance, (4) successful advertising methods, (5) group insurance, (6) salesmen's reports, (7) sales training programs, (8) improved methods of bookkeeping, etc., to reduce overhead and office costs, (9) interchange service for profitable disposal of surplus items, (10) bulletins on legislative activities, rulings of government bureaus, etc., and (11) free collection letters for members.

Surplus Disposal Begins

The last three services (interchange service, legislative bulletins, and collection letters) will be made immediately available to NCRSA members without charge, Fernley indicated.

Incidentally, the appointment of Fernley and Fernley moves the NCRSA headquarters to 505 Arch St., Philadelphia.

In the lead-off panel discussion Tuesday morning on the subject of the "Future of Refrigeration Dealerships" both Irving Shell of the Lee-Shell Co., Chicago, and Harry Culbertson of McCray Refrigerator Co., Jackson Heights, painted a picture of great promise for commercial distributors and dealers, but this "will take merchandising, cooperation, and vision," as Shell expressed it.

"The business of selling equipment today presents many opportunities to the operator who takes himself seriously, and picks himself up out of the realm of the fixture peddler and learns how to sell butter, etc.," Shell emphasized.

"The majority of successful distributors in the East are those who have set themselves up to do a complete job on markets and restaurants," stated Culbertson, adding that "most distributors have found it increasingly hard to sell refrigeration equipment only."

One of the problems in handling the complete layout and engineering job, however, is that faced by the distributor who, after investing many hours of costly engineering on a job then loses out on the bidding, it was brought out in the discussion.

Although some distributors have successfully collected a fee from prospects to cover engineering costs even though they didn't get the job, and others use different methods to protect themselves, no clear-cut suggestions were offered for general use.

Two "hot" perennial subjects brought out interesting comments in the second panel which combined discussions of "Refrigerator Industry Evils and Dealer Grievances," and "Direct Sales by Manufacturers at Dealer Prices."

Recognizing that many distributors would like to cut themselves in on the sales made direct to national chains by case manufacturers, H. A. Hattenbach of Hattenbach & Son, Cleveland distributor, seriously questioned whether any distributor could render the service necessary or even finance such an operation.

"Could we distributors maintain contracts, could we install and follow through on all the equipment, could we give the national chains the merchandising help provided by the manufacturer, could we maintain firm prices and not let the chains chisel, do we have the capital to finance such sales," were some of the questions posed by Hattenbach on this problem.

Distributors Should Go After Local Chain Sales

Distributors should instead concentrate on selling the small local chains, he implied, stating that many distributors "right now" are doing just this.

Direct sales by manufacturers drew fire from Joseph S. Lipack of Super-Cold Corp., Long Island, however, who predicted that this could eventually "become a cut-price proposition the way it is among dealers today. Manufacturers should stick to manufacturing and let dealers and distributors take care of the headaches of installation and service."

W. C. Bader of Bader Supply, Tulsa, however, voiced opinions similar to those of Hattenbach, pointing out that "in many instances manufacturers have had to sell direct because they couldn't find good distributors.

"Distributors must improve their own operation so they can convince manufacturers that they are in position to do the best job for them," Bader suggested.

Other speaker on this panel was Arthur Z. Smythe of Hill-Philadelphia, who described efforts of Philadelphia distributors to minimize price wars and also told how his firm had been working for a long time in an ultimately successful effort to sell two officers of a local voluntary chain.

"We figure that if these two officers find our equipment satisfactory they'll tell the other members of the chain, who will be inclined to follow along," he said.

There were two additional panel discussions following these. In one C. S. White of Modernized Equipment Co., Cincinnati (later elected president of NCRSA for the coming year) and J. A. LeGasse of LeGasse Refrigeration Co., Boston, pointed out the advantages of belonging to dealer groups on the local level as well as the NCRSA.

In the final panel I. Rosenberg of Refrigeration Equipment Co., Pittsburgh, and F. D. Stella of F. D. Stella Products Co., Detroit, discussed distributors' relationships with labor, Stella describing his profit-sharing plan which also guarantees his men 52 paychecks a year.

Stelpflug Says Road to Profit 'Takes Guts'

Main address at the NCRSA banquet was delivered by W. J. "Bill" Stelpflug, vice president of Hussmann, who urged distributors to support their industry through NCRSA and reminded his listeners that if they wanted to make and increase their profits "all you have to do is follow certain common sense fundamentals day in and day out until they are ingrained habits with you."

As for improving conditions in the industry, "don't expect to do it overnight; it's worth working for for 20 or 25 years," he cautioned.

"You aren't going to eliminate price cutting by joining NCRSA," he added. "You can't get together for that. For one thing, it's illegal. Are you going to stop manufacturers from selling big chains? Uh-uh. You can't handle this.

"You aren't going to get that sort of thing through NCRSA.

"But what do you really want? That is satisfying profits. You are being confused with trends today, and for God's sake don't get confused by these changing trends. What is the way to make a profit? I know the answer."

Following those "common sense fundamentals" is the way, Stelpflug said, but he warned that there are "only a few people with enough guts and stamina to carry out these fundamental principles.

"NCRSA will enable you fellows to get together continuously and drive home these fundamentals."

A brief talk directly aimed at dealer costs and profits was presented by Robert Tebeau of Dun & Bradstreet, who declared that the "latest dope on business next year as predicted by our crystal ball department" indicated that the first half of 1950 would be "pretty good—better than the first six months of 1949 and perhaps the best six months in history."

But he cautioned that business failures have been increasing steadily since the war's end.

"More manufacturers in refrigeration went broke in 1948 than in any other year since 1941 despite 1948's being a good year," he declared. "The moral of this is that just because business is good, you can't stop plugging.

"Many of the things troubling other industries are probably troubling you, too, such as the return to the buyer's market," Tebeau said.

Informed Firms Succeed

Most successful firms, however, are usually those who are well informed.

"I wonder how many dealers know just what their costs are? I think probably that most price-cutting is done by those who don't really know their costs.

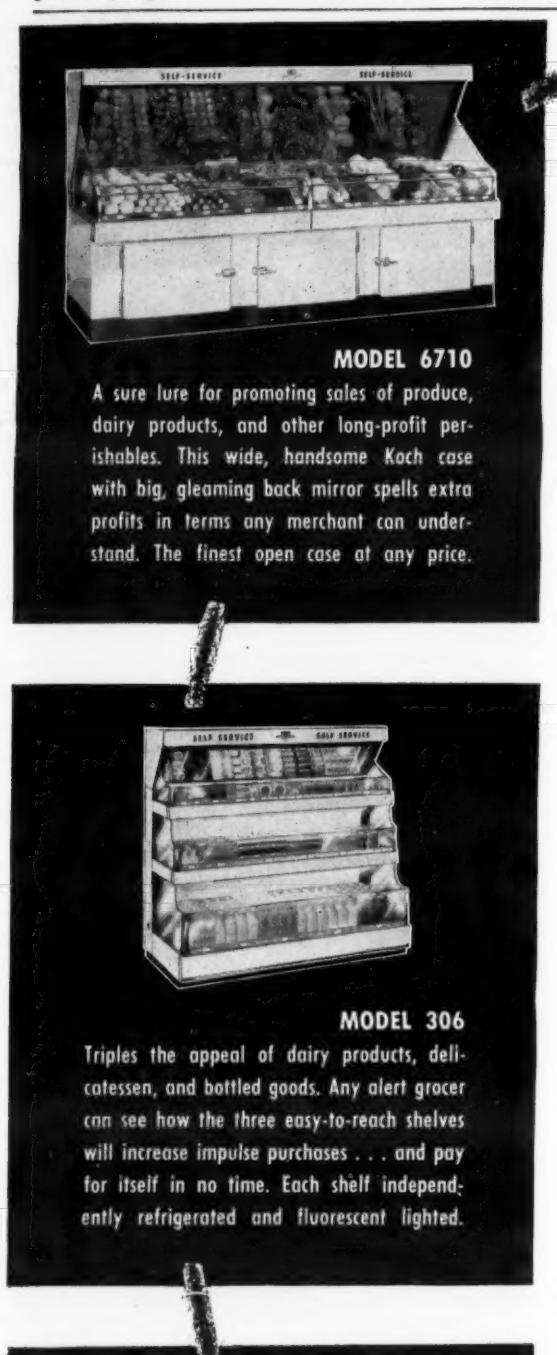
"In collecting data on dealers a year ago [for the survey sponsored by the Commercial Refrigerator Manufacturers Association], it seemed generally that those dealers who could readily give us all the figures we wanted seemed to have a higher rate of profit. It would seem that on the average, good bookkeeping may therefore help success."

Three new officers and seven directors to serve NCRSA during 1950 were elected during this annual meeting. C. S. White of Cincinnati is president; I. Rosenberg of Pittsburgh, vice president, and Frank D. Stella of Detroit, secretary-treasurer.

Chairmanned by the retiring president, Russ Maintain, the new board of directors will include Simon Heselov, Store Engineering Co., Youngstown; John Poth, A. C. Wicke Co., New York City; George Wiedemer, Cable-Wiedemer Co., Rochester, N. Y.; Burnett Berch, Schultz Associated Co., Long Island City, N. Y.; Robert Weston, Weston Sales & Service Co., Pittsburgh; J. A. LeGasse, LeGasse Refrigeration Co., Boston; and Richard E. Rudolph, Super-Cold of New York, Philadelphia.

NCRSA Officers & Directors for 1950

Elected at the Atlantic City meeting to guide the affairs of NCRSA during 1950 were these officers and directors (l. to r.): Simon Heselov, F. D. Stella (secretary-treasurer), I. Rosenberg (vice president), J. A. LeGasse, R. E. Rudolph, C. S. White (president), John Poth, Burnett Berch, I. W. Shell, Joseph Lipack, W. C. Bader, and Russ Maintain (retiring president).

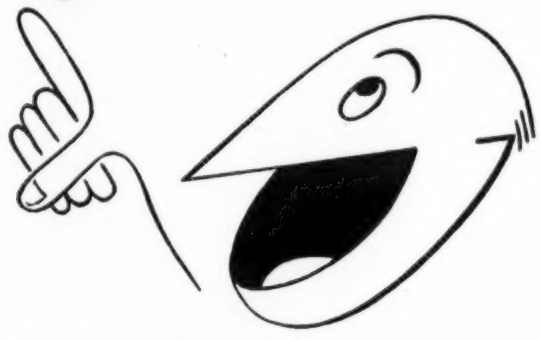


MODEL 6710
A sure lure for promoting sales of produce, dairy products, and other long-profit perishables. This wide, handsome Koch case with big, gleaming back mirror spells extra profits in terms any merchant can understand. The finest open case at any price.

MODEL 306
Triples the appeal of dairy products, delicatessen, and bottled goods. Any alert grocer can see how the three easy-to-reach shelves will increase impulse purchases . . . and pay for itself in no time. Each shelf independently refrigerated and fluorescent lighted.

MODEL 5710
Here's new glamour for your prospects' prepackaged fresh meats, produce, dairy products, and delicatessen. 10-ft. long. Open front for easy access by customers or by clerks. Refrigerated lower compartment for speedy re-stocking. Brilliant fluorescent lighting.

KOCH gives you something to "Sell about"



TO STIMULATE SALES IN TODAY'S MARKET

It takes more than gleaming cases and fast conversation to sell refrigerators today. If your prospect starts crying the blues, he's wide open for a wide-open Koch case, the kind that helps fill shoppers' baskets and dealers' cash registers. Delicious foods, attractively arranged in a gleaming extra-large Koch case, pulls plenty of extra sales that amortize the cost in a surprisingly short time.

Investigate the unique sales-features of Koch cases today . . . the kind of features that give you *something to sell about*. A note directly to the factory will bring a prompt reply.

KOCH Refrigerators

NORTH KANSAS CITY 16, MO. Since 1883

Write Today for Details and Open Territories

Distributor's 2-Day 'Equipment Fair' Attracts 1,000 Dealers

Display of Commercial Cases Provides Interest for Every Member of Family

PRODUCE DISPLAY CASES: S. T. Strebel (third from left), eastern manager for Viking Refrigeration Co., talks with a family group during the Albany Appliance Fair.

FREEZERS, FROZEN FOOD CASES: Third from left, B. C. Davison, district manager for Victor Products Corp., talks to some interested prospects.

REACH-INS, BEVERAGE COOLERS: At the General Electric exhibit during the Albany Appliance Fair a young lady inspects one piece of equipment while H. E. Wood (second from left), G-E district representative, talks with a client.

FAIR COMMITTEE: (l. to r.) Tod Fisher, display; Warren J. Burns, merchandise; William H. Squires (company president), house; Harold B. Horstman, production; Philip E. Richardson, general chairman and publicity; B. W. Stryker, merchandise.

ALBANY, N. Y.—All factors involved in the recent Albany Appliance Fair—the 1,000 retailers of appliances who attended, the manufacturers who were represented, and the sponsoring General Electric major appliance distributor, A. Wayne Merriam, Inc.—hailed the event as an "outstanding success," it has been reported.

Therefore, plans are already being formulated to repeat the event next year, according to William H. Squires, president of the Merriam organization.

In addition to checking reaction at the fair, the company sent a survey-questionnaire to 200 dealers and manufacturers' representatives who attended. The response was said to indicate "unanimous enthusiasm."

Claimed to be the first complete appliance trade show held in the distribution area of northeastern New York, the fair was staged Oct. 9-10 in the newly-completed addition to the Merriam warehouse. It took up more than 12,000 ft. of floor space.

On display were the complete lines that the company carries. These include major appliances, electric housewares, small electrical appliances and equipment for farm, shop, and home, housewares, commercial refrigeration equipment, air conditioning equipment, electrical farm production equipment, parts and accessories for all lines, and sales promotion displays and materials designed for retailers' use.

The turn-out on Sunday, Oct. 9, numbered approximately 600 dealers, many of whom brought their families as invited. Registration records show that the majority came from outlying districts, cities, and towns, which, the distributor pointed out, "indicates the convenience of this day to them."

Monday's visitors numbered about 400, consisted mainly of dealers in Albany, Schenectady, and Troy.

Publicity for the fair was directed to lists of appliance dealers, hardware stores, department stores, general stores, jewelry stores, furniture stores, drugstores, commercial refrigeration dealers, air conditioning dealers, and commercial refrigeration servicing engineers located in northeastern New York. The registration records were said to reveal strong representation in each of these categories.

The trade values derived from the fair were manifold and were shared by the manufacturers, the Merriam company, and the dealers, the company declared.

"For the manufacturers, it was their first opportunity to discuss their lines with a large number of their retail outlets in this area," the distributor said.

SALES JUMP AFTER SHOW

For the Merriam company, the direct sales results were beyond all expectations. Also, sales since the fair have jumped not only with established accounts but through many new accounts added.

"Orders are still coming in by phone and letter from new dealers who for the first time saw the companies' lines of merchandise here. These sales are directly attributed to the fair.

"Chief among the values [the dealers] derived were: being able to see for the first time complete lines of appliances, the opportunity of talking with manufacturer's representatives, being able to witness demonstrations of several of the appliances, observing the latest in retail display materials, seeing new appliances and equipment for the first time."

Entertainment included music and "Junior," the walking-talking refrigerator. Souvenirs were given to all the ladies and children. Refreshments were served throughout the event.

The decorative motif was described as "dignified yet simple." Spotlights and drama lights were used extensively to set off the displays. Outside, the building was set off at night by floodlights and strings of small colored lights.

BIG PROMOTION CAMPAIGN HERALDED 'FAIR'

Publicity for the fair was created by Merriam's sales promotion department. It consisted mainly of a special seven-piece direct-mail campaign. This was supplemented by newspaper advertising in key cities.

The fair was organized and directed under the general chairmanship of Philip E. Richardson, sales promotion manager.

In charge of the merchandise committee were Warren J. Burns, general sales manager, and B. W. Stryker, vice president. Harold B. Horstman, product service manager, was in charge of production.

William H. Squires, president, played an active role in heading up the house committee. Tod Fisher, manager of the traffic appliance division, was in charge of all traffic displays. Richardson was in charge of publicity.

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DETROIT CERTIFIED
VALVES

It's the talk of the Industry!

Customer
You bet they're a natural. You can't beat the performance of Detroit 777 valves. No more costly operating troubles for me. I'm sold on 777.

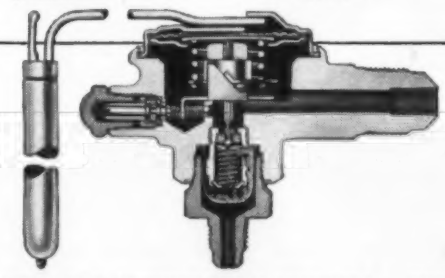
Dealer
Detroit's 777 series is a natural for me. Their efficient performance results in real customer satisfaction and that means added profits for me.

Serviceman
The Detroit 777 series is made to order for me. Compact construction and simple design makes them easy to install and service. Detroit 777 valves are a natural for me!

Yes, they're all talking about DETROIT'S new 777 expansion valves. And with good reason – for they are the long awaited answer to many refrigeration problems. Their compact design means ease of installation and space economy. Their rugged, simple construction all but eliminates servicing. But perhaps most wonderful of all is the outstanding performance of the 777 series—smooth, efficient, dependable. Contact your nearest DETROIT distributor, and find out for yourself why DETROIT'S new 777 expansion valves are the talk of the industry.

The New 777—"It's a Natural" to Sell, Install and Service

- Simple, compact, and rugged construction.
- Large wrench flats—for standard wrenches.
- Cartridge needle and seat assembly simplifies cleaning and inspection.
- Accessible superheat adjustment.
- Stainless steel and brass throughout.
- Anchored Capillary for strength.
- Polished Flare Faces.
- Ball-Type Needle gives desirable flow characteristics.
- Interchangeable Inlets ¼ and ⅜ SAE.



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They'll Do It Every Time . . . . By Jimmy Hatlo

HUH? WHAZZAT? THINKING OF QUITTING AND GOING WITH AJAX? DON'T BE A FOOL, RUTLEY. I'M NOT GONNA WORK FOREVER, Y'KNOW···NO, SIR! GONNA RETIRE AND GO ON PENSION ONE OF THESE DAYS···THEN YOU'LL BE SITTING PRETTY.. YOU'RE NEXT IN LINE FOR MY JOB..
HE'S GOING TO RETIRE? WHAT A LAUGH! HE'S ALREADY BEEN PALL-BEARER FOR THREE GUYS WHO WERE WAITING AROUND FOR HIS JOB···
HE'LL BE HERE TILL HIS RETREADED RUBBER CUSHION WEARS OUT..
HE'S BEEN HERE SINCE THE HORSE-CARS, AND THAT PIPE OF HIS IS EVEN OLDER THAN THAT..
GOOD OL' CARBUNCLE··· HE ONLY OWNS TWO APARTMENT HOUSES. HOW CAN HE BUY ANOTHER ONE IF HE QUITS WORK?
HE'S GOT MORE DO-RE-MI THAN THE BOSS. HE'S AFRAID HIS OLD LADY WILL PUT HIM TO WORK AROUND THE HOUSE···
CHIEF CLERK
TALKING ABOUT THE OFFICE METHUSALEH WHO'S ALWAYS THREAT-ENING TO RETIRE··· THANX TO "NO NAME," ST. LOUIS, MO.
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This first manual No. K-1 (additional manuals to be published in the near future) covers the fundamental physics of air conditioning, use of charts, methods of ventilation, figuring of air requirements, refrigeration problems as related to air conditioning, use of fans, methods of air distribution.

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Good News for Young Men: The Future Looks Great

FUTURE prospects for young Americans—and most middle-aged folk, too—are bright, indeed, according to an intriguing tome entitled, *America's Needs and Resources.* This book, a monumental study of our future, was produced by the impartial Twentieth Century Fund (set up by Alfred E. Sloan and Charles F. Kettering for the advancement of economic knowledge).

In the years to come most Americans will be earning more, eating better, living in finer homes, enjoying more leisure, and finding self-expression in all sorts of gadget-aided ways to a degree unknown in all previous history—this voluminously documented essay predicts.

The Twentieth Century Fund's estimates of our economic potential suggest a growth of more than 15% in our national income during the next decade. This means that in 10 years the amount of money we Americans will spend for goods and services should increase from 178 billion dollars to more than 206 billion—at the present value of our fluctuating dollar.

For our part, we feel confident that these forecasters are "on the beam."

To make these figures come alive, one can say that by 1960 we shall spend almost seven billions a year more than we do now for food and non-alcoholic beverages, three billions more for clothes, six billions more for homes and home equipment, two billions more for recreation, and at least 11 billions more for unexpected and unpredictable goods and services.

Helping to spend all this money will be 160 million people—*10 million more people, and over 3½ million more families*—than inhabit the United States at this moment. And that represents quite a large additional market for goods and services.

Ten years from now these new families, along with older families in the nation, will enjoy an average income of $4,029, according to the Twentieth Century Fund's experts. The current average family income is $3,646 for the nation as a whole. (In Detroit, to name but one city, the average family income *already* is more than $4,000 annually. This figure is probably matched or exceeded in other major metropolitan cities.)

For a long time America has been exceedingly prosperous, largely because it has the greatest production per man-hour of any nation in the world. This unmatched production, plus the greatest opportunity for the exercise of ingenuity in the world, can be translated into how much an hour of work will buy at today's prices. Said wondrous touchstone has increased from 60 cents worth of goods in 1900, to $1.25 worth in 1940, to an estimated $1.50 today.

It should move on forward to $1.75 (in terms of the goods an hour of work will buy) in 1960, the Twentieth Century Fund prognosticaters confidently assert.

Any and all Americans—especially those who are now in their twenties, thirties, and forties—will share in this increased abundance for all if these future-foretellings come to pass. But some will benefit more than others, naturally.

The men who work the hardest, the men and women with imagination and faith in the future, those who save money and invest in risky opportunities, will get the biggest rewards—unless we abandon all hope of preserving the American Chance-to-Get-Ahead System.

Despite the encroachment of Socialistic ideas, it's likely that the same rules for success will still apply in the promising years ahead of us. These "copybook" axioms are well known. They haven't failed us Americans yet, and they'll still work if we let 'em.

Let's review and *renew* these serviceable adages: Put service above self. Dare and try. Strive for quality, and keep your prices low. Treat people fairly. Advertise and *sell.* Work harder, and you'll get ahead.

Planning Complete Installation Is Key to Added Sales In Restaurant Equipment Field

PITTSBURGH — Despite the curtailed retailed business activity in this area caused by prolonged steel and coal strikes which has further been reflected in sales of commercial refrigeration, Pittsburgh Case Sales Co., distributorship here, is aiming at increased sales.

Serving dealers in western Pennsylvania and West Virginia, the firm recently entered the restaurant, tavern, and hotel dining room supply business because these "represent a very considerable potential of business which can be made to dovetail very definitely with our regular refrigeration lines," the company states.

An added incentive, points out Walter R. Brown, general manager, is that an A, B, C method of rating restaurants has been adopted by the city of Pittsburgh and will go into effect shortly.

"A very considerable stimulation of sales in all types of equipment and furinshings has resulted," he reports.

"Practically every restaurant requires some sort of salad refrigerator, either of the display type or of the back-counter or under-bar type. Ice cream cabinets, bobtail soda fountain units, counters, modern booths, air conditioning equipment, and various types of stainless steel service counters to adjoin the stainless steel salad refrigerators seem to go together to make a very complete and necessary finished line of goods acceptable to most restaurant operators," Brown notes.

Headed by R. R. Rutledge, the restaurant equipment division of Pittsburgh Case Sales Co. offers full layout assistance to dealers on cafeterias, restaurants, etc., including the designing of the complete building, if desired, according to Brown.

"More and more dealers should concern themselves with a broader line of equipment if they are to remain in the refrigeration business," asserts Walter Schneider, sales manager of the distributorship.

"Restaurant proprietors everywhere are not merely concerned with a bottle cooler or a refrigerator, but require some help in laying out their places of business to a better advantage. They want to work their present equipment, and new equipment to be purchased, into a reasonably homogeneous whole so that the result is an appearance which definitely shows that it was planned.

"It's amazing to me that so many refrigeration dealers completely overlook the possibility of providing companion equipment to the customer who was considered to be in the market only for a bottle cooler or custard machine," Schneider says.

"The happy results which have been achieved through the sample installations already made have included not only increased sales for everyone concerned—easier sales for our dealers who have been enabled to show off these early installations for their prospects, and the proprietors of the retail business establishments themselves report completely unanticipated gains in business—all of this in face of the recession which is now being felt in all lines, in the Pittsburgh area in particular."

Typical of the complete restaurant installations which Pittsburgh Case Sales Co. believes can offer widespread opportunity for the refrigeration dealer is this one made in the "Dog House" operated by Joseph Cavanaugh on Pittsburgh's north side.

Smith, Commercial Dealer, Buys Out Smith, Commercial Dealer

MEMPHIS, Tenn.—W. G. Smith, who established Refrigeration Equipment Co. at 376 South Main St. about 20 years ago, has sold the business to Herbert L. Smith, owner of Smith Store Fixture Mfg. Co., 120 North Front St.

Under its new ownership, the business will be operated as the Refrigeration, Restaurant & Hotel Equipment Co. at the same location and will feature the same lines. The new company has also added a complete stock of nationally-advertised equipment for institutions, hotels, and restaurants.

Commercial Refrigeration, Inc. Takes Over Huntington Firm

HUNTINGTON, W. Va.—Commercial Refrigeration, Inc. has announced the purchase of Mechanical Refrigeration Service Co. New address for the company is 3139 Third Ave. here.

Officers are: Leon A. Willison, president; William W. Roberts, vice president; and Ben E. Lewis, secretary and treasurer.

Carrier Gets Panama City Hotel Air Cooling Contract

NEW YORK CITY—Contract for the air conditioning of El Panama hotel, now under construction in Panama City, has been awarded to Carrier Corp., Heman Greenwood, vice president in charge of the corporation's international division, has announced.

The purchaser was Hoteles Interamericanos, S.A., owner of El Panama hotel.

A Carrier conduit "Weathermaster" system will be installed in the new hotel. It will provide air conditioning for 103 guest rooms, the main dining room, and other public places. The guest rooms will be served by individual conduit Weathermaster units which will permit each occupant to select the room temperature of his choice simply by turning a selector dial.

National Refrigeration Service Moves To New Cincinnati Site

CINCINNATI—National Refrigeration Service Co. here has moved to new and larger quarters at 2348 Gilbert St., George Gallop, operator of the commercial refrigeration concern, announced recently.

The new location provides the firm with 24,000 sq. ft. of showroom, warehouse, and office space. The sum of $110,000 was said to be involved in the transaction which gives National a 10-year lease with the option to purchase.

The firm was formerly located at 128-30 E. Pearl St.

Grocery Display Case Helps Drugstore Sell Candy

PANAMA CITY, Fla. — Installation of a custom-built display refrigerator which keeps boxed chocolates in perfect condition the year-round, has not only resulted in a 300% increase in sales volume, but has extended sales equally over the year at Brewer Drug Co. here.

The big refrigerator converted from a frozen foods display unit, is located to the right of the store entrance, and contains 40 boxes of chocolates. Two compartments at the floor level on either side, accommodate 48 additional boxes as "reserve stock."

A small sign atop the slanting glass top of the box, which contains two levels of shelving, is lettered "Refrigerated chocolates—Pick up a box—Feel the freshness—Take home a box—and enjoy the goodness."

With warm weather in this section of Florida extending over nine months of the year, the ability to keep chocolates correctly refrigerated has proven a potent traffic magnet.

South Carolina Hospital Plans Purchase of 19 Refrigerators

SPARTANBURG, S. C.—Calhoun Office Supply Co., 124 Morgan Sq., Frigidaire dealer, on a low bid of $4,575.26, has been awarded a contract by the Spartanburg County Board of Control for installation of 19 various size refrigerators in the new General Hospital addition.

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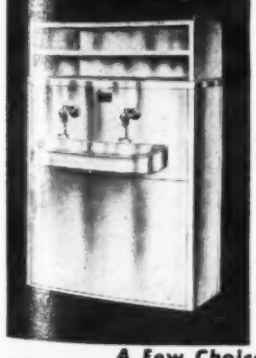

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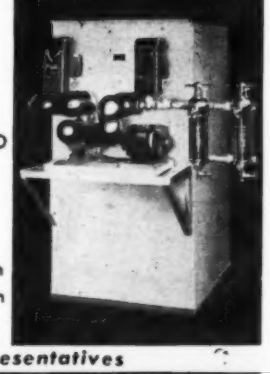
Temperatures to 34°—sustained as set. Special features for bakery, bottling, other processes. Rugged construction.



A Few Choice Areas Open for Factory Representatives

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Means

POSITIVE CONTROL

"I TRAVEL LIGHTER... since I found that ONE A-P LIQUID CHARGED Valve can serve ALL suction temperatures without adjustment"

Maybe you've been caught with only an air conditioning valve in your kit, and the job at hand calling for a sub-zero valve!

That's when you appreciate the "all-temperature" versatility of an A-P LIQUID CHARGED Thermostatic Expansion Valve. You use the same valve, without adjustment, for all evaporator temperatures from minus 40° to ordinary air conditioning temperatures. That takes in your low temperature freezers, commercial temperature display cases and coolers, and high temperature unit air conditioners.

This means packing only three or four A-P LIQUID CHARGED Thermostatic Expansion Valves and you're all set for ALL temperatures, and ALL capacities from ½ ton to 16 tons Freon 12. You'll really travel lighter — and save many an extra trip back to the shop.

LIQUID CHARGED A-P Model 212 Thermostatic Expansion Valve with Pressure Limiting Feature. Adjustable Superheat. Capacity — ½ and 1 ton Freon 12 and Methyl. Limit pressures: Freon, 15, 40, and 55 lbs. Methyl, 10 and 30 lbs.

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First Pictures of New and Improved Products Exhibited at Atlantic City

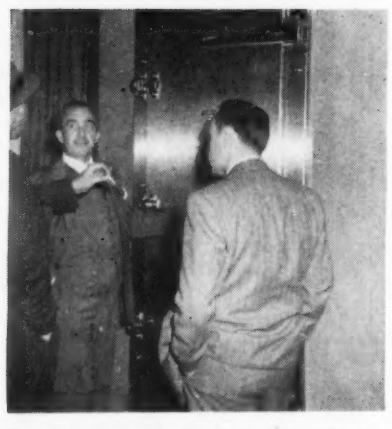
"Miss Refrigeration"—Betty Jayne D'Amato—checks the features of Acme-National Refrigeration Co.'s recently-introduced "Tru-zone" drawer-type refrigerator. These include table-top height with Formica top, special automatic locks for drawers, nylon bearings.

Edgar B. Jewett (left), sales manager for New York and Pennsylvania for The Jewett Refrigerator Co., Inc., tells R. E. Densmore, assistant to the vice president of Whiting Corp., about the seven revolving, adjustable shelves in Jewett's "Bevador" beverage cooler. This new ring-top model is powered by a new General Electric sealed unit and has a new baffle arrangement around the evaporator.

The big display area in the Gem Refrigerator Co. model FS-8 florist refrigerator provides a pretty setting for Cathy Carlton. This model features Thermopane sealed glass, sectional construction, fluorescent light, display steps, adjustable shelf, and rear access storage door.

New type bottle cooler with space below for extra bottle is shown by Lyonel Berken of Coolstream Products Corp. Extra space is made possible by use of the Tecumseh "Pancake" condensing unit and an evaporator assembly that is made into a complete package.

Also shown by Coolstream was its new line of "combination" compartment water coolers, which provide approximately 1½ cu. ft. of refrigerated storage space.



A stainless steel door for low-temperature storage room applications is demonstrated by Fred H. Wagner, Jr. of the Jamison Cold Storage Door Co. The door is fitted with chrome plated brass hardware.

The "Shamrock" refrigerated short-order case for restaurants, part of the Stainless Food Equipment Co. line exhibited at the Show, is shown to Emil Merenda of M & R Equipment Co. (left) by Jules Jaspan. Shown was a "five-in-one" combination salad, sandwich, toaster, storage, and water station unit.

A scoopful of freshly made ice cubes is taken from the recently introduced American Automatic Ice Machine Co.'s ice cube maker by Albert W. Aune of McQuay, Inc. The machine is said to have a capacity of 240 pounds of "crystal tip" ice cubes daily.

H. Miller of the Hajoca Corp., Reading, Pa., gets the story on the Mueller operating refrigeration cycle demonstrator which demonstrates where all valves, driers, liquid indicators, and heat exchangers should be installed in a refrigeration system, from Fran House of Mueller Brass Co.

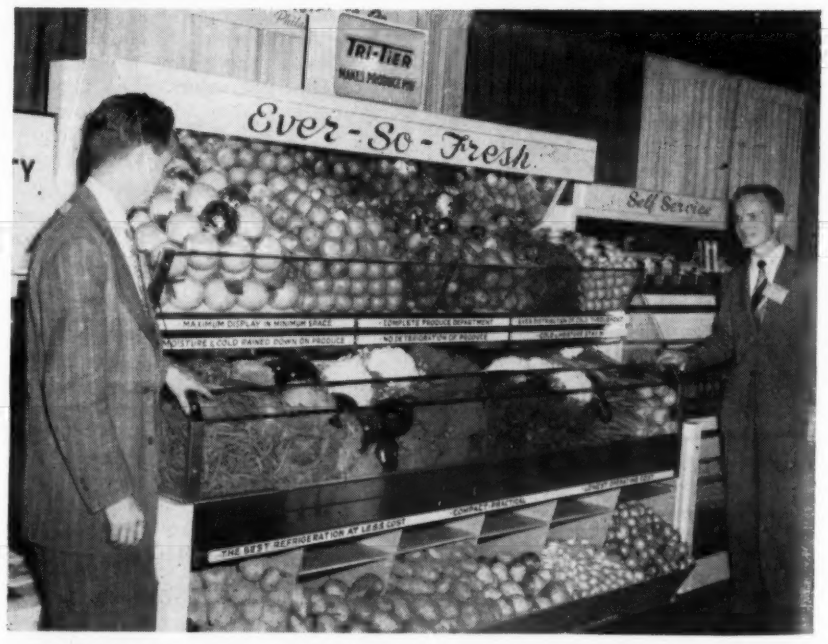
About the Show Pictures

At one time in the history of the All-Industry Show the NEWS made a diligent effort to get and publish a picture of every booth. The Show has now grown to proportions that make such a task impossible.

Thus, in its picture coverage of the 6th All-Industry Exposition, the NEWS has attempted to concentrate on depicting new products or methods featured in the exhibits. If some exhibitor feels he has been slighted on this score, we'll welcome any picture he may have had taken that shows new products or methods.

Not all the pictures can be printed in this issue. Look to the next two issues for further coverage.

The NEWS is indebted to Austin Jones of Kerotest Mfg. Co. for his assistance in taking pictures at the All-Industry Exposition.



"Tri-Tier" refrigerated produce case was demonstrated at the Show by John J. Gallen and Carl E. Schultze of Cold Products Co. Vegetable freshness over a considerable length of time is claimed possible because of the design of the case, principally through the use of a high-humidity coil over the produce section, and a coil and a drip pan below the display. Overflow on drip pan prevents accumulation of stagnant condensate.

Other shelves, used for display fruits and "dry storage" types of food, maintain about a 12° F. temperature difference. Removable sectional covers slide on easily to permit produce display to be covered during the night.

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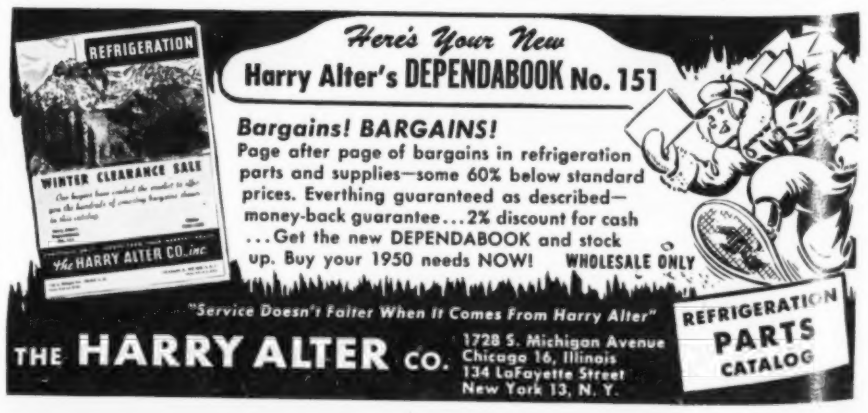
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WINTER CLEARANCE SALE
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Harry Alter's DEPENDABOOK No. 151
Bargains! BARGAINS!
Page after page of bargains in refrigeration parts and supplies—some 60% below standard prices. Everthing guaranteed as described—money-back guarantee...2% discount for cash ...Get the new DEPENDABOOK and stock up. Buy your 1950 needs NOW! WHOLESALE ONLY
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REFRIGERATION PARTS CATALOG

Wide Variety of Refrigeration, Air Conditioning Items Displayed at Show

Peering into the interior of this new-type "Armorply" modular panel walk-in cooler displayed by the Freezer Box Div. of Annapolis Yacht Yard, Inc., is P. E. Conrad, Simmons & Conrad, Hatboro, Pa.

Talking over the design details of Bush Mfg. Co.'s new 1950 line of "comfort conditioners" are Joe E. Parker, Atlanta, and Charles Cavanaugh of Bush.

De Alton De Groat and his brother Carl, of Carl De Groat Refrigeration Service, Peterboro, N. Y., and Henry Steinhorst, president of Emil Steinhorst & Sons, Inc., and his son, Bill, discuss the Steinhorst spray-type side opening milk cooler.

Function of the main control knob of the Quiet Kool ¾-hp. room air conditioner is demonstrated by S. L. Sloan (left) of Quiet Heet Mfg. Corp. for three Texas wholesalers—Fred V. Wilson of Port Arthur, James H. Murphy of Houston, and G. Don Cornell of Beaumont—all with Standard Brass & Mfg. Co.

Here is the latest addition to the Sherer-Gillett Co.'s line—the model 2906 multiple deck case. It features the Sherer principle of atomized air with directional flow, each refrigerated shelf having its own controlled air circulation. It will be available with or without superstructure. L. O. Bower, vice president in charge of sales, points to the remote bulb thermometer as W. L. Winchester, midwestern zone manager, looks on.

(The News is indebted to Austin Jones of Kerotest Mfg. Co. for many of the pictures shown throughout this issue.)

"Baby, it's cold inside!" might be the caption for this picture of Betty Jayne D'Amato in a bakery refrigerator displayed by Victory Metal Mfg. Corp. Among other products, the company showed a new 8-ft. self-contained bottle cooler.

David E. Feinberg (left) and L. H. Hanson of UsAirCo demonstrate the new dehumidifier introduced by the company. Making use of a ½-hp. hermetic compressor, it has a dehumidification capacity of 50 pints per day.

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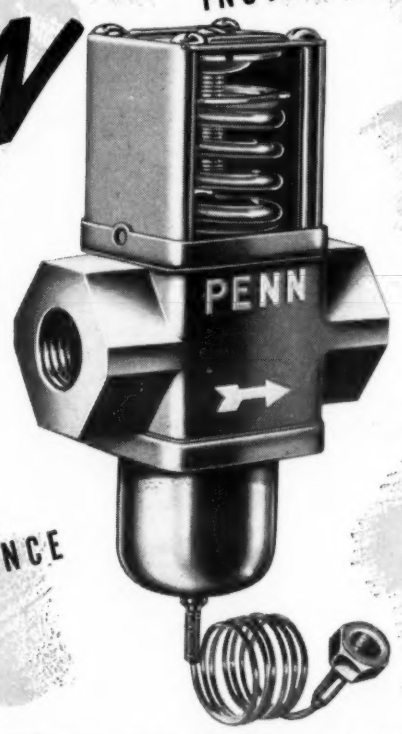
WATER VALVES

EASY INSTALLATION

LONG LIFE

DEPENDABLE PERFORMANCE



Here's a complete line of rugged water valves for all types of refrigerants. Sizes from ⅜" to 2½" I.P.T. Flanged and threaded models. Brass bodies standard on ⅜", ½" and ¾" commercial types. Penn Water Valves give long, dependable service because the materials are *right* and the proved design keeps water away from range spring, bellows and sliding parts. And you can tell by looking at these valves that they're easy to install. See your jobber or write for full information on the Penn Series 246 water valves. **Penn Electric Switch Co., Goshen, Indiana.** Export Division: 13 East 40th Street, New York 16, U. S. A. In Canada: Penn Controls Ltd., Toronto, Ontario.

PENN

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FOR HEATING, REFRIGERATION, AIR CONDITIONING, PUMPS, AIR COMPRESSORS, ENGINES, GAS RANGES

Artie Lee, president of Gray Products Corp., Miami, Fla., demonstrates operation of Mills Industries' brand new automatic ice machine, the "EconomICE," which he invented. The machine is said to be capable of producing 250 lbs. of ice a day in either crushed or cube form. A single adjustment permits delivery of the type of ice desired, according to Lee. A ⅓-hp., air-cooled, direct-drive Mills condensing unit powers the machine, which is 64 in. high by 26 in. wide by 32 in. deep.

Photographed in the space of Delavan Mfg. Co. was J. T. Grove, head of Grove Appliances, Lafayette, Ind., as he inspected a compressor eccentric shaft held by W. E. Safris, Delavan vice president and general manager.

BRUNNER SINCE 1906 REFRIGERATION helps you serve better

Here is real Refrigeration Application help!

Even with a sound knowledge of refrigeration principles and a broad installation experience, refrigeration men rarely find the answers on any two jobs to be alike. That is why we have included a great deal of helpful, time-saving application data in this new Brunner catalog. Several pages of "cross section" illustrations help in showing customers exactly why you recommend a certain size and type of condensing unit.

Equally important are 22 pages of illustrations and capacity data on all the Brunner air and water cooled refrigeration condensing units.

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To responsible refrigeration men, this data will prove valuable. A note on your letterhead will bring a copy by return mail. No charge.

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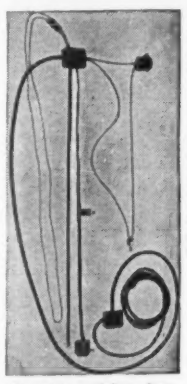

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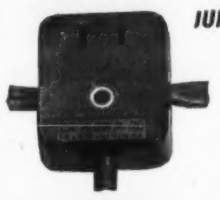
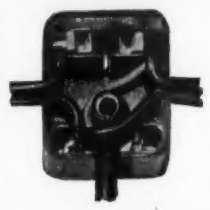
***NU-BLOK, JR.* JUNCTION BLOCK**



The ideal block for freezers and refrigerators. Made of thermo-setting phenolic, NU-BLOK, JR. combines United's famous "short-proof" splice protection with standard receptacle for plugging in compressor cord, lighting circuit, fan lead, or any other cord. U/L approved for freezers, refrigerators, roasters, furnaces, etc.



Note how splices are anchored in isolated wells, affording maximum protection against short-circuits.

Also NU-BLOK junction block (larger, without receptacle) rubber and porcelain lampholders, automatic door switches.

*Trade Mark—Pat. Pending

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United MFG. and SERVICE CO. 305 SO. SIXTH STREET MILWAUKEE 4, WISCONSIN

Selling Air Conditioning

In Addition to Merchandising Experience, Closing Sale Requires Keen Understanding of Codes, Water Problems, and Wiring

ATLANTIC CITY, N. J.—In the air conditioning business, "the situation now is one where the company or individual who can get his goods into the hands of the user at the lowest possible cost, taking into consideration that the product must be sound, and still have a satisfied customer, is the one who is the top company or man on the totem pole."

And that is where "air conditioning imagineering," both product and saleswise, comes into the picture, according to C. S. Stackpole, vice president and general sales manager of the Airtemp Div., Chrysler Corp.

Addressing the Refrigeration and Air Conditioning Contractors Association at that group's fourth annual convention held during the All-Industry Exposition here, Stackpole

1. Indicated where product "imagineering" may lead the air conditioning industry;

2. Cited four paramount ingredients necessary in the distribution of air conditioning;

3. Pointed out the great possibilities for future business for the merchandiser of packaged units, the central station job contractor, and the organization that can handle both packaged and central station work;

4. Emphasized the "great and crying need" for young men to come into the business and learn it from the bottom up; and

Fee Needed for Layouts

5. Opined that air conditioning contractors should establish a fee for their designing and layout work —similar to an architect's fee—that would be charged whether the contractor was awarded the job or not.

After his talk, Stackpole was quizzed from the floor on what he considered to be the best method for hiring and paying air conditioning salesmen. He replied that he did not know any "best" method.

However, he declared that the man with the greatest opportunity today is one who is a combination of salesman and engineer. He suggested that aptitude testing is a good sales tool, "expensive in initial cost but economical in eliminating unfit men."

He recommended that the contractors seek their manpower through pastors, fraternal orders, and other such persons and organizations who have the opportunity of observing young men over long periods of time and can quickly guide an employer to those who are willing to work and who have the necessary qualities for successful salesmanship.

Stackpole asserted that "people in sales should not be limited in their earning ability" and recommended the drawing account charged against commissions as the most satisfactory method of compensation.

The amount of drawing account should be determined by local conditions, he added, but suggested a figure between $50 and $85 per week. The commission should be whatever percentage the contractor can afford.

How long should the prospective salesman be kept "on trial?".

That, too, according to Stackpole, depended on local conditions and the nature of the company's business. During a slow period, it would be necessary to carry the "apprentice" much longer than during a period of rushing business.

A Peek, a Look, a Talk

"At the end of 30 days I would take a peek at the man, after 60 I would take a damn good look at him, and at the end of 90 I would sit down and commune with him," Stackpole declared.

The important thing, he said, is to see if he is the type of man who will bring you business; if he is a joiner, aggressive, enthusiastic, and wants to get out of the office as soon as possible.

Early in his talk, Stackpole stated:

"Free competition is a two way deal where you are free to succeed or free to fail—you are free to outthink and outsmart your competitor or you are free to be outmaneuvered and outsmarted by him.

"So those of us who are determined to succeed in our respective businesses find that we must use great quantities of 'air conditioning imagineering' well compounded with copious amounts of hard work, plenty of alert, aggressive saleswork and advertising promotion through the marvelous media available to us today in the newspapers, magazines, trade journals, radio, and television."

Small, More Efficient

He pointed out that among the manufacturers "the trend in larger capacity equipment in recent years has been to reduce weight and physical size and to get better efficiency at lower cost.

"From a broad standpoint, all of this has been accomplished by designing equipment to operate satisfactorily at higher and higer speeds.

"From the first 30 r.p.m. compressors, it has been a steady parade to 70, 100, 250, 600, 900, 1,400, and 1,750 r.p.m.—and it is a well known secret that development work is under way by at least several manufacturers that makes the next step to 3,500 r.p.m a thing to be expected before many years have passed—and certain government agencies are clamoring for developments of 6,000 r.p.m.

"From then on, it's anybody's guess as to the next steps, but look at what happened to small electric motors during the war, where if one could pay the price, a ¼-hp. motor weighing 3¾ lbs. could be obtained. A standard ¼-hp. motor weighs about 28 lbs.

"Again, look at the oil coolers used in aircraft, where a heat exchanger no bigger than the size of a 2-gal. bucket and weighing perhaps 40 lbs., has a heat dissipation capacity equivalent to several tons—compare that with the conventional and massive condensers that have been standard in our industry for years.

"Yes, there's still plenty of room for 'product imagineering' in air conditioning.

"Then there is the great advancement of the packaged or self-contained unit which made its appearance about 13 years ago and has placed comfort air conditioning within the reach of thousands upon thousands of new potential purchasers.

"This development has probably done more than any other single factor to bring air conditioning to the fore and make it a business that has an attractive profit outlook.

"When there is the potential market for a type of equipment where the condensing unit, low side and necessary components can be factory designed to balance out and work together, it means that such an item can be mass produced with resultant cost savings—and an ultimate attractive price to the consumer.

"As you all know, the package or self-contained equipment principle is being expanded constantly from the room air conditioners to the larger units of 2, 3, 5, 7½-hp., and upward and there is plenty of room to carry the idea on to much larger equipment, particularly of the circulating chilled water variety.

"Distribution methods employed to get a given line of products to market are closely related to, and often the aftermath of, product development. Later, to the degree that consumer acceptance is obtained, the economic distribution pattern may change, but the first thing is sound product development.

"It may be of more than passing interest to note that all products, in the general category of those that we are interested in, have pretty much of a standard development pattern.

15-Year Introductory Stage

"Air conditioning, refrigeration, the automobile, and such major appliances as washing machines, vacuum cleaners— I skip radio and television for fear of getting into controversy over a question that is, to say the least, a 'moot' one—as well as numerous other related items all have about a 15-year introductory period.

"During this period, certain characteristics are outstanding. Public acceptance is at a low ebb; prices are terrifyingly high in the mind's eye of the consumer, and sales volume is low. Other symptoms are narrow distribution, few qualified and skilled salesmen and technicians, and little or no competition.

"After 15 years, plus or minus a few, in this pionnering stage, comes the acceptance era, which is earmarked by a progressive volume increase, sharp declines in prices, greatly expanded national advertising, and wide but selective retail coverage.

"During this later period, which also might be called the 'profit' stage, earnings and profits of all parties, possessing business know-how, associated in the industry—manufacturer, distributor, contractor, dealer, et al, are good and respond sharply to that essential know-how of good management.

"From here, after another approximate 15 years, comes the demand period. Any thought of public acceptance is a thing of the past—the product is 'in'—there is demand for it.

Low Profit, High Volume

"Volume has stabilized at a high level, the sales curve peaks and valleys are not as sharp, prices are acceptably low, coverage is complete, and competition is at a healthy intensity. Profits per unit of sale may be low, but volume makes up the difference.

"During this particular period, policies pertaining to the product and its distribution need to be steered along the course by clear, but ingenious thinking and capable management; otherwise, the ship of state will get caught in the troughs of a rough competitive sea and sink to the degenerate level of what we would call the 'racket or rat race' stage—where everyone is operating a cut-rate store—the lowest price on the tag gets the order and nobody makes any money. . . .

"If you apply the foregoing economics to the air conditioning business, I think you will agree that the pioneering stage has been passed and we are several years along in the acceptance stage.

"From year to year after the war ended, we have seen each one produce, for the well manned distributor, contractor, or dealer, greater volume and better profits. National advertising has increased by leaps and bounds and most manufacturers who have the desire to operate on a national basis have expanded their coverage programs.

Prospects Only Ask 'When?'

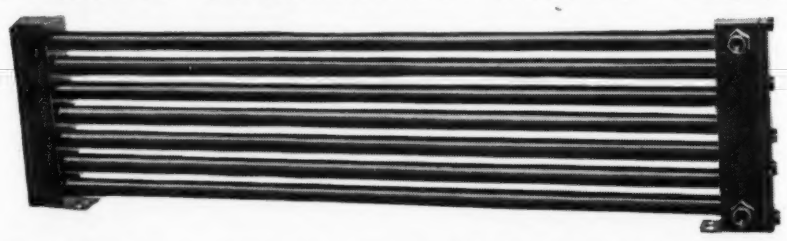
"The byword of the prospective purchaser is not now so much 'Why should I air condition?' but 'When?'

"You, undoubtedly, have observed, as I have, that air conditioning in retail establishments is pretty much like a contagious, but very healthy, beneficial, and benevolent disease.

"If no one in a given shopping area has air conditioned his store, then all the competitors individually feel that since no one else has it, he doesn't need to bother—but let one progressive merchant put in air conditioning and it is a matter of not more than the second season when all the rest will become beautifully

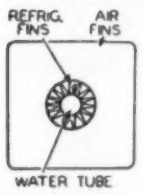
(Concluded on next page)

CONDENSERS *For Every Problem and Application*
. . . WITH CLEANABLE WATER TUBES



WATER COOLED CONDENSER

● The Heat-X Water Cooled Condenser . . . small in size and low in cost, equipped with internal fins for high efficiency . . . is a popular condenser where ample low-cost water is available. It is ideal as a booster for existing air-cooled condensers. From 1/3 H.P. to 20 H.P.



● Uses only air until air temperature rises above 80°F. Saves 94% of estimated water bill.

THE HEAT-X-CHANGER CO., INC.
415 Lexington Avenue, New York 17, N.Y. Brewster, N.Y.

Packaged Units Displayed at All-Industry Show

Gathered around the ¾-hp. console room conditioner featured in a blond cabinet at the Fedders-Quigan booth at the All-Industry Show are G. M. DeJarliss, service manager; E. M. Becker and J. H. Seippel, regional sales managers; A. H. Keirn and Geo. C. Cuntz, Jr., regional service managers. A cutaway of the firm's ½-hp. window unit is also shown at right.

C. M. (Pete) Hatcher, advertising and sales promotion manager for Baker Refrigeration Corp., uses the chart to tell William B. Henderson, executive vice president of ACRMA, about the 1950 line of "Bakeraire" packaged air conditioners which will go into production in January. At the right is Baker's new "Ice-Flo" automatic ice cuber equipped with built-in automatic ice crusher.

Continued Acceptance of Air Conditioning Depends on Proper Installation, Service

(Concluded from preceding page)

contaminated or to use a homely verb 'goosed' into having their shops air conditioned for customers' and employe comfort and increased business and profit. If they don't respond, they sweat, wilt, and eventually 'die on the vine'. . . .

"In our own company, and this is true of all sound organizations today, we have been and continue to be great believers in the four paramount ingredients necessary in the distribution of air conditioning if the business is to be profitable and continue profitable.

"These ingredients are aggressive selling or merchandising; proper sales engineering and product application; good installation facilities; and a well organized service organization. Let's take a few moments to discuss these things.

Job Must Be Sold Right

"Assuming that the manufacturer provides a good, sound product at a competitive price, and we must assume that—otherwise there is no need to continue further—the next step is to make certain that a given job is sold right.

"By that, I mean not only that the salesman or sales engineer has truly and faithfully represented the product and performance and results to the buyer, but also that there is aggressive promotional work being done by people out 'spreading the gospel' of air conditioning and its benefits.

"Hard-pan, aggressive selling is needed constantly, if values are to continue to become better and better—that is simply another way of saying that a greater sales volume is necessary to permit greater production at lower cost to further affect prices and to entice more people to buy. You and I must sell more to bring about more favorable prices, that's axiomatic.

"Now, there are plenty of companies in the distribution field in our country which are periodically attracted to the alleged pot of gold at the end of the air conditioning rainbow—many of whom are quite capable of intelligently carrying on the promotional aspects of getting others interested in buying air conditioning but what then?

Facts Appall Installers

"They are not set up to handle the business and even when their appetites are whetted with a very real and very earnest desire to do things that are necessary to get into the business on a sound basis, they have all the symptoms of an 'apoplectic attack' when the details are unfolded to the realistic requirements to handle air conditioning successfully and profitably.

"So, whereas these types of potential outlets have the capacity for promoting the business and offer a pin on a map coverage, these other shortcomings make any move in that direction most unwise. 'Know-how' coupled with a realistic sense of selling are still paramount in our business.

"The preponderance of promotional and sales work being done today is by the outlet which is handling or, perhaps I should say, started to handle package units.

"Here the accent has been on straight merchandising, going outside the store to find someone who had the need and the money to buy—and that someone is a prospect who 'needs a treatment.'

"With this type of dealer, the hazard was not great, because although package units required application engineering, installation proficiency, and after, service facilities, they did not have to be available in the same degree and of the real magnitude necessary for the successful handling and close coordination of the trades where larger jobs were involved.

"Also these package handling outlets got a start because they had a 'philosophy of contentment' in working a multiplicity of small unit jobs ranging from $1,000 to $10,000 and getting a fair share of them, rather than to work one or two really big jobs and lose all.

"This type of operator, it seems to me, has an opportunity, under proper guidance, to gather the necessary experience and know-how to graduate into the profitable handling of larger and larger jobs and to work those jobs as they arise, at the same time enjoying the steadier flow of the more numerous smaller jobs.

"As his business grows, with honest, earnest hard work and application, his organization can expand in proportion, in terms of know-how, business acumen, engineers, project and construction men and draftsmen.

Versatility Pays Off

"Now, there is also another type of outlet that has great possibilities, perhaps even more than the one I have just described, and this one to which I refer is the air conditioning and refrigeration contractor—Need I describe him to you men?

"The old line contractor brought up in the 'old school' is a venerable institution of experience and so well versed in construction work, with all that shrewd correlation of subcontractors and versatility of changes on a job in progress that no one except another engineering firm of equal ability can compete. . . .

"There will always be a number of organizations of this nature who 'stick strictly to their lasts' and they do a marvelous job, serve a most important purpose, and they have a high place in the scheme of things.

"Then there's another type of contractor very closely allied to this one, who has gone through the hardships and the lean, long years of the pioneering stage of the industry, but has weathered the storm.

"He is out in the clear with a select group of clients who, having found that satisfaction has been delivered faithfully and constantly, now call him in whenever they have a job. This is truly an enviable position which beyond any shadow of doubt is built on solid rock. . . .

"It is certainly much sounder and safer, I believe, for the experienced air conditioning and refrigeration contractor to 'squint, squat, or stoop,' if you please, to the practice of merchandising air conditioning by going out and making an aggressive effort to cultivate and look for business, than it is for the package unit merchandiser to bite off a large central station job and then try to digest it.

"However, it is no easier for one than it is the other, since heretofore merchandising and contracting, like oil and water, have been difficult, if not impossible to mix. The fact that it has not been done on any appreciable scale is no reason why it cannot be done, as basically it comes down to the capacity and flexibility of the management—the fellow who is running the business.

"After all, he has a place of business; he has engineers, draftsmen, typists, installation crews—perhaps even has some of the trades under his own roof—and if not, he knows the best outfits to do business with when he has to buy out on rigging, plumbing, wiring, and sheet.

"What more beneficial and easier thing can anyone conceive after having all of this fine organization than that he add a complement of sales engineers operating on a sound and conservative, but not too conservative merchandising plan to insistently, persistently, and consistently use their common sense and sales engineering to create more business—note that word create.

Prospects Must Be Told

"He could darn well be surprised at how much good business there is when he really goes out and looks for it, and especially when he lets people, lots of people, know that he wants their business and is capable of handling it. . . .

"This . . . brings to mind the experience of some of our people a couple of years ago, as they were going through the growing pains of organizing a selling activity. In a certain large city, with tremendous opportunity, there was the problem of physical coverage of such a vast market.

"How were we to get to see anywhere near half the prospects who had air conditioning on their minds—prospects who were not merely suspects, but were ready to buy. The manpower situation was bad as there had been a dearth of men coming into the industry during the war period. All the experienced sales engineers had been picked up by industry immediately and at prices that were hard to match.

"After looking this situation over carefully, it was decided that the only hope was to take on 25 carefully selected men—men who voluntarily wanted to get into air conditioning because they saw its tremendous opportunity and future—men who had apparent aptitude for mechanical detail—and men who liked people and liked to talk to them.

Newcomers Take Training

"After a comprehensive 'weeding out' process, the 25 candidates were put through a six weeks training course—and while I am telling you this, please bear in mind that the objective was to have these men sell package units only.

"At the end of the six weeks training period, each man was put on the street for a week and told exactly where to call. He was instructed what to say, up to the point where if the suspect turned out to be a prospect, he, the salesman, was to cease and desist for the time being—later to return with a qualified and experienced sales engineer.

"Jointly, they would survey the place, calculate the load, size up the equipment, and prepare the proposition for presentation and sale. After two weeks of contacts with the experienced engineer, the trainee was turned loose on his own, anticipating from then on a minimum amount of help.

24 of 25 Fail To Succeed

"Although some careful planning had been put into this program, it was doomed to failure and at the end of 12 months, 24 of the 25 trainees had passed by the board.

"The company could not support them on a draw or salary basis, and they themselves could not directly produce sufficient business to make it a two-way profitable venture. True, they were all busy and there was more active business laying around than at any time in the history of air conditioning.

"The great obstacle was that, in this large metropolitan area, there were so many complications and technicalities that no book knowledge, classroom training, or any other academic procedure could possibly supplant the greatest teacher of all—experience.

"There were codes; there were acute problems of ingress and rigging to upper story locations; water problems of roof tanks, pumping obstacles, peculiar wiring problems, and many, many more considerations to be observed, analyzed and costed—and the new man just could not learn enough in the short period allocated to the activity to become self-sufficient.

"The result was that the earnings of the group as a whole, coupled with the business booked by the company, still continued in a direct ratio to the number of its experienced men.

"Therefore, the great and crying need today continues to be for young men to come into the business, to learn it from the ground up, to be apprentices, if you please, with you gentlemen to act as teachers and take them by the hand patiently through their learning period, not with a 'force-fixed' high pressure program, but with the patience and understanding that produces good citizens and capable, enthusiastic, and self-sufficient air conditioning sales engineers.

"These, then, will be credits to our industry. The men will prosper, your business will prosper, and you individually and collectively can take just pride in the fact that not only are you making money, but you are also making men.

"Just before closing, I would feel derelict if I didn't mention a matter of great expense to all air conditioning contractors which, to a degree, is unique in this air conditioning business.

"A well engineered job, accurately 'costed' and reasonably priced that permits you to come out with the signed contract is the most profitable of all business.

"The job in which there are 'sloppy' figures, short margins, or errors of application or installation is costly, but the most distressing and expensive job of all is the one where a thoroughly capable (and betimes expensive) engineer has put in hours, days, and sometimes weeks on designing and laying out a job, sketches in varying detail prepared, and finally upon submittal of the proposition to the client, the contract is awarded to the competitor.

"Just take a look at this—four, five, or six contractors have had their people doing the same thing and what a toll of manpower and manhours, when there is only one winner.

"Does your 2% or 3% or whatever you add for engineering adequately compensate you for the engineering of jobs lost? I doubt it. This is about the only profession I can think of at the moment that will go ahead and do an appreciable amount of work with no absolute assurance of getting paid for it.

"Certainly no one would expect and rightly so, to get such valuable work done 'for free' from an architect, a consultant, a medical diagnostician, an attorney, or any other professional. How does one get maneuvered into such a position? What is the solution to this problem?

"Well, from a practical standpoint, it narrows itself down, I believe, to offering one's services to design the system at the early stages of the project with an advance understanding:

1—That there will be no extra charges above normal engineering fees if the contract is given to your company.

2—Or if the job is awarded to a competitor, that certain fixed fees become due and payable.

"This thing has been talked about for years, but there has been no joint action or united front to make it work."

CEILING SPACE NOW PAYS DIVIDENDS
WITH THE FAMOUS
Palmer
GAS FIRED
SUSPENDED
HEATER
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Distributors, dealers! Store owners, purchasing agents and architects all agree this is the finest, most efficient unit heater ever produced. Truly "the design of tomorrow."
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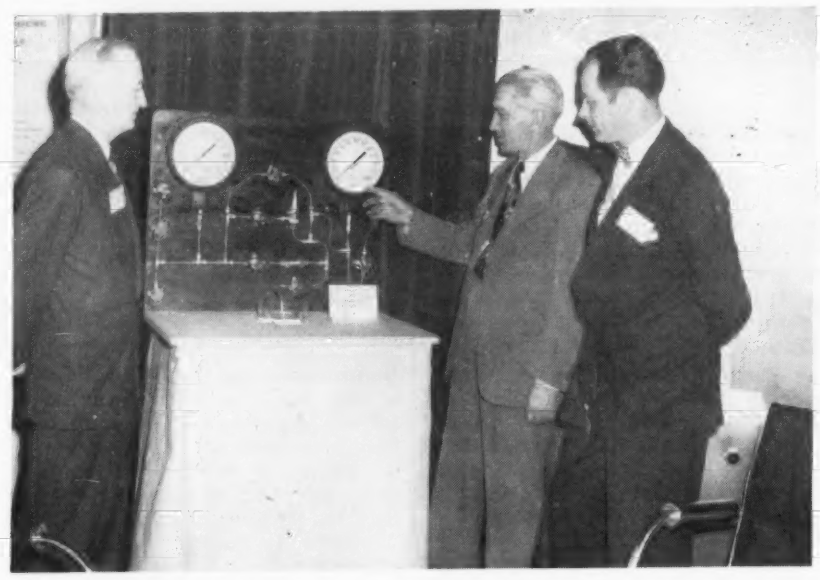
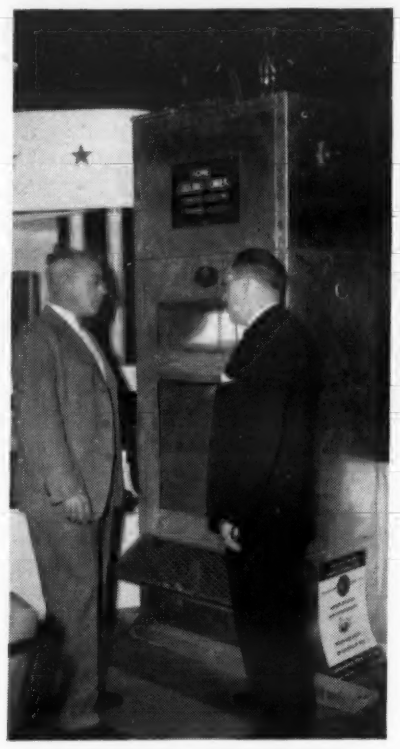


Ed Lee and Reo Parent of Lee Equipment Co., Detroit, and Fred M. Hall, Hall Equipment Co., Detroit, watch the working demonstration of Henry Valve Co.'s new diaphragm relief valve operating with Henry's new rupture disc, the "Sentry" overpressure unloader. Demonstration showed the valve opening at 235 lbs. with the rupture disc cartridge bursting at the same pressure, as indicated by two different gauges. After the disc had burst, the valve seated tightly again at 230 lbs. After relieving operation the serviceman drops a new rupture cartridge into the adapter at the outlet of valve.



Nelson B. Delavan, of Delavan Engineering Co., Acme Industries' representative in Nebraska and Iowa, and J. T. Maloney, Acme's sales promotion manager, chat about Acme's new cooling tower in capacities from 5 to 50 tons.

General Electric Co.'s Air Conditioning Department set up its display to simulate a typical parts depot in actual operation. In the foreground are Carl Ruegg, Ruegg Refrigeration Supply, Omaha, Neb.; R. L. Vincent, Vincent Refrigeration Supply, Minneapolis; L. E. Thompson and John L. Roth, manager and sales manager, respectively, of parts sales and product service, and N. K. Mason, Mason Supply Co., Columbus, Ohio.

R. H. Smiles (left), dealer district manager for Carrier Corp. in Philadelphia, and K. D. Boucher (right), of United Clay Products, Carrier distributor in Washington, D. C., get the details on Carrier's new ice maker from David Earl MacLeod, who developed the machine.

Cut-away display of Merchant & Evans Co.'s new model #100CC comfort cooler shows position of valve, condensate pump, motor, and baffles. Discussing it with Harry G. Lord (center), service engineer from Pleasantville, N. J., are P. D. Holman (left) and C. A. Pubanz, M & E sales representatives.

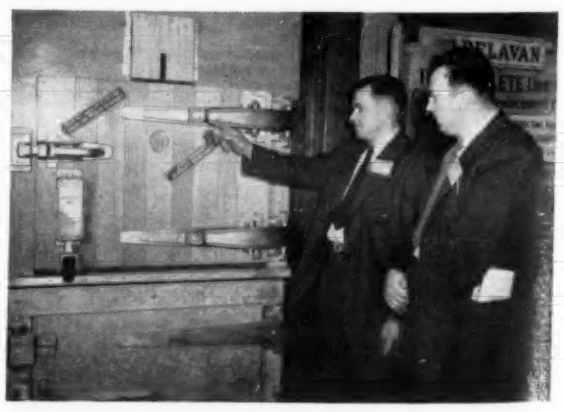
Louis Weiss (right), president of Ideal Cooler Corp., calls the attention of Harry E. Creighton, secretary; E. R. Ottenheimer, Oriole Refrigeration Co., Baltimore; and J. P. Schaenzer, of the R. E. A., U. S. Department of Agriculture, to the "Arctic-fin" evaporator in Ideal's new three-temperature restaurant refrigerator. Ideal also introduced a new draft beer cooler with a glass-chilling compartment.

Twelve types of refrigerators were brought to the Show by Jordon Refrigerator Co. Checking some of the new models are Theodore I. Gruber, factory representative in the northeastern sales division; Alfred Levin, advertising and sales promotion manager; Margaret Dunne, of the order department; Robert Duffy, sales manager; and Harry Hanover, mid-Atlantic sales representative.

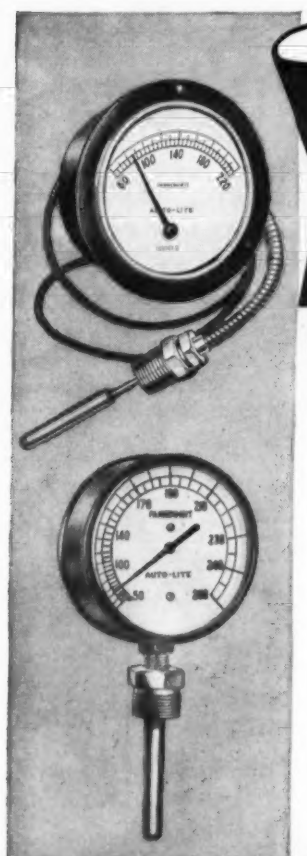
Edward L. Hill, a division manager for Hussmann Refrigeration, Inc.; W. J. Stelpflug, vice president in charge of sales for Hussmann; and Dr. Carl F. Kayan, of Columbia university, consider Hussmann's model AW-75-FS condensing unit.

Janet Ball examines the display possibilities in the bottom section of the Bally Case & Cooler Co. wall-type dairy display case. This "extra" display area is a feature of these dairy cases. Bally also showed a wide line of fixtures.

T. F. Walker (right), Ice-O-Magic Corp. engineer, demonstrates his company's automatic ice machine for Murray Bergman, president of Wholesale Distributors, Inc., Jamaica, L. I., and New York City, and his son, Leonard, secretary.



Robert E. Slopa and George W. Slopa, of Butcher Boy Cold Storage Door Co., in front of the exhibit which featured newly-designed, shock-absorbing, adjustable spring hinges and main door fasteners with contact and pressure adjustments.



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FOR TEMPERATURE INDICATION

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TYPICAL APPLICATIONS: STORAGE TANKS & ROOMS, COOLERS, DRYERS, AIR CONDITIONING

Illustrated, at top: Model G Indicating Thermometer, flush mounting type with capillary tubing for remote reading. Priced from $18. At bottom: Model V Thermometer (vapor pressure type). Rigid stem for direct mounting. Priced from $10.25.

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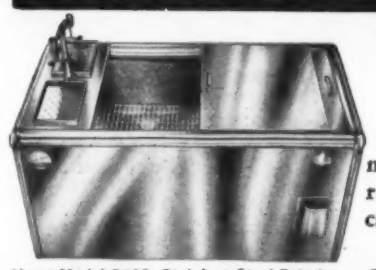

Above Model B180, Stainless Steel Exterior, with #282D Double-Spout Water Equipment.
"B" Models...Wet or Dry Operated Coolers. 4 Sizes—4, 5, 6 & 6½ Ft.

"Bevco Maid"

Four sizes in each model . . . capacity range from 5 to 50 cases, here is the answer for fast, low-cost, trouble-free cooling... Write for literature and complete details.

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Above Model DB6-21 Dry Cooler, S.S. Exterior, with Fin-Coil Construction. No Blower Necessary.
"DB" Models...Dry Counter-Type. 4 Sizes—4, 6, 8 & 10 Ft. Self-Contained or Remote Units.

CHOICE OF THE TRADE IS THE "BEVCO-MAID"

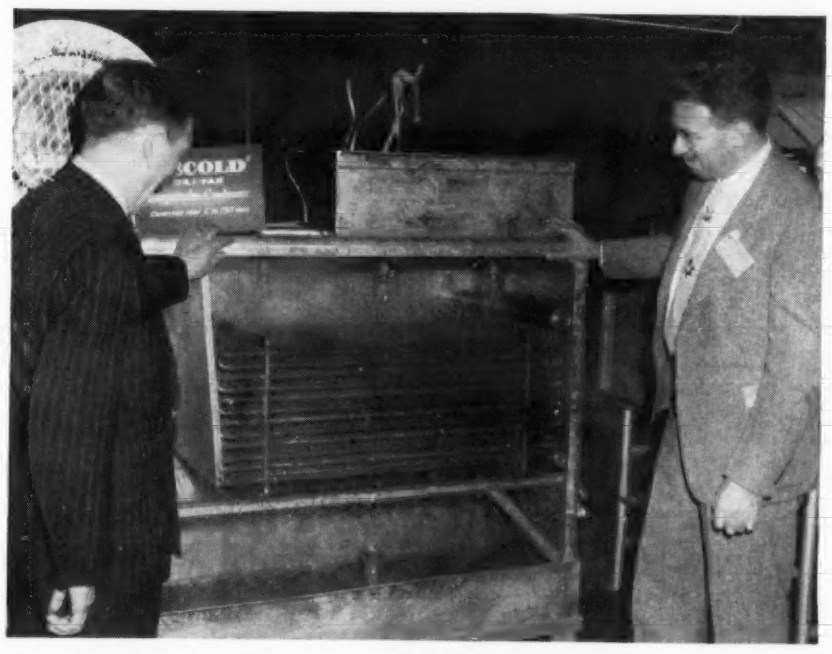
All-Industry Show Visitors Treated to 'First Look' at Many Items

Dan Gott of Detroit Lubricator Co. shows Murray Bergman, Wholesale Distributors, Inc., Jamaica, N. Y., the features of the new Detroit "777" series of thermostatic expansion valves. Among the features are capillary tube anchored flat on power element housing, diaphragm stops, coin slot adjustment, ball type needle, large strainer, and large wrench flats. Valve has capacity range of ½ to 2 tons ("Freon"), and may be had with or without equalizer or pressure limit feature.

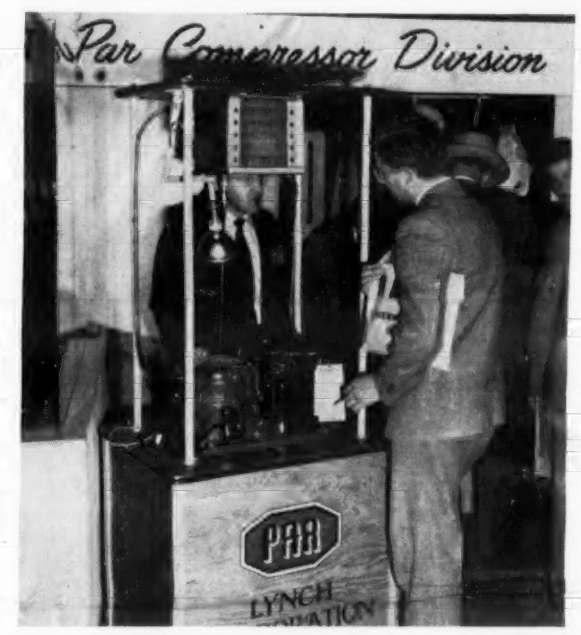
John W. Larkin of Larkin Refrigeration, Madisonville, Ky.; and Stiles Graham, Williamsport Refrigeration Service, Williamsport, Pa., look over some of the commercial refrigerators exhibited by Pinnacle Equipment Corp. In the foreground is a double-duty meat display case, and in the background at the right is a stainless steel reach-in, and at the left is a corner of a wall-type dairy case.

Cathy Carlton poses with a 3-ton air conditioner suitable for either home or commercial air conditioning applications, exhibited in the Typhoon Air Conditioning Co. booth. Back of Cathy is the larger packaged store unit, available in 7½-ton and 10-ton sizes.

Janet Ball looks over a dealer demonstration setup for a Mitchell window-type room air conditioner. Mitchell showed ½-hp. and ¾-hp. window conditioners at the Show.



Two old timers in the industry, Claude Brunton (left) of Huntington, W. Va., and Dan D. Wile, chief engineer for Refrigeration Engineering, Inc., Los Angeles, watch an operating model of a "Recold" model evaporative condenser, known as the "Dri-Fan" model, because it is so constructed as to keep blower parts dry, thus preventing corrosion.



Donald Sourbeck of Farmingdale, N. Y. (right) is an interested listener as A. V. Peterson of Lynch Corp. describes the new "Parmetic" condensing unit, a sealed unit that is serviceable in the field. This was the first public showing of the "Parmetic."

A new testing gauge designed for use by refrigeration servicemen, made by Jas. P. Marsh Corp., is inspected by Ted Glou of Central Service Supply, Syracuse, N. Y.

Trying to think up a prize-winning name for the new Betz compact blower-type cooler are Bob Sheperdson, Standard Supply Co., Worcester, Mass.; Clyde D. Webb, Grand Rapids Brass Corp.; and F. E. Morley, Resco, Inc., New Haven, Conn.

W. J. Pfund of Fine Products Co. explains one of the many refrigeration accessory items displayed by Fine Products Co. to T. T. Freck and Herman Cassada, Jr., of Freck Radio & Supply Co., Asheville, N. C.

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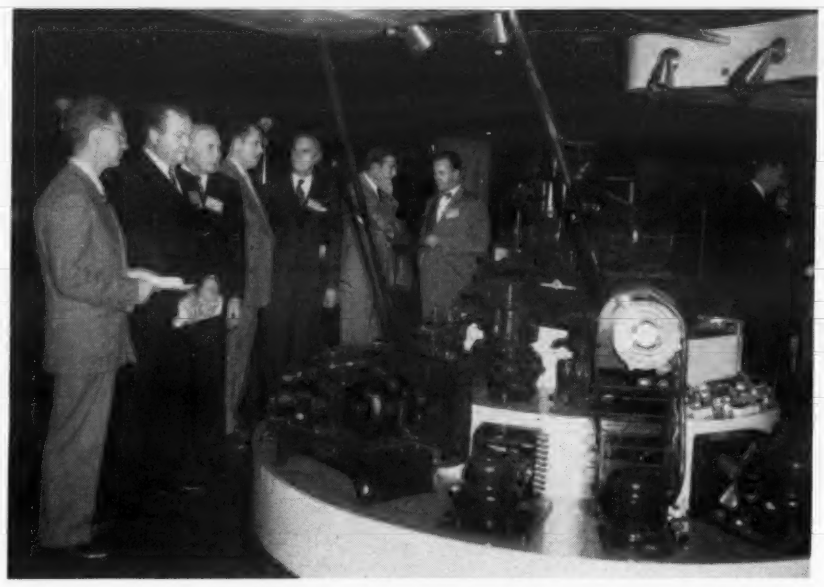
C. U. Haverly proves to Margaret Lauzon that there is really "floating ice" in the Haverly Electric Co. new smooth wall, cream line floating ice milk cooler, introduced by the company at the Show.



Condensing units of all types mounted on a large pedestal served as the focal point of the large display set up by Kelvinator, but four spotlights accented the newest item featured there, a 5-hp, water-cooled unit (3 hp. if air cooled).

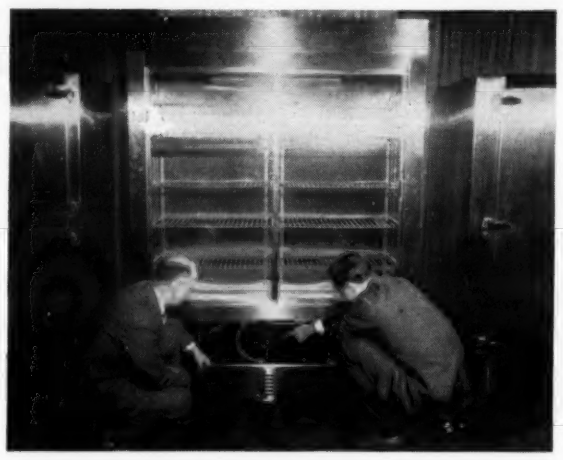
Mary Gilmartin points out the ⅓-hp. Coplemetic unit hung on the outside of American Refrigeration Co.'s new 6 by 6 by 7-ft. walk-in refrigerator, making it a completely self-contained fixture.

Ray Kromer (third from left), president of Superflow Mfg. Co., explains the thermostatic control valve on the head of a tap rod for beer kegs to Jacob Ach and Karl Lutz, Triboro Refrigeration Co., Long Island City, N. Y. The Superflow "Pressurtrol" automatically exerts two pounds more pressure on the beer in the keg than the internal pressure of the brewed-in gases seeking release. Ed Wright, sales representative of Superflow, and H. D. Hummer, Superflow service manager, are on either side of the demonstration display.

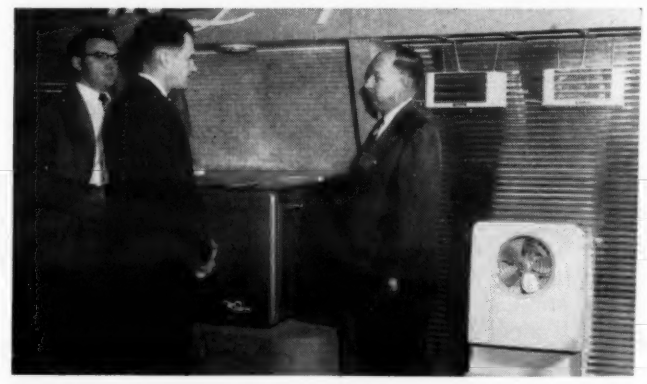
R. E. Petersen of Automatic Products Co. explains details of the new A-P model 206 C "Freon" all-temperature valve to Allan Cody of Houston, Tex. Display shows it operating in a solid block of ice.

One of the products exhibited by Wilson Cabinet Co., Inc., was a new self-contained 30-cu. ft. freezer. Kneeling is A. A. Davis, vice president in charge of sales. H. R. Shapley (left), assistant sales manager, and R. D. Pusey, chief engineer, look on.

Information on United Refrigerator Co.'s new self-contained Koolmaster 2-keg direct draw beer dispenser is sought by Mort Koran, Koolaire Products, Scranton, Pa., from Leonard U. Shapiro, president of United Refrigerator Co. At the right is the 2-keg storage cooler for beer dispensing systems, shown for the first time at the Exposition.



Leo C. Gage, of Detroit's Department of Safety Engineering, studies the unit in Traulsen's model RFD 1030 refrigerated bakery display case, with the help of W. V. Brogan, sales manager for Traulsen & Co., Inc. Among other refrigerators exhibited were a new 16-cu. ft. model and a 20-cu. ft. model with glass doors.



R. G. Strutzel, sales engineer for McQuay, Inc.; Karl W. Gaebel, district sales manager for General Refrigeration Div., Yates-American Machine Co.; and R. W. Schreiber, McQuay sales engineer, discuss the new McQuay two-way unit coolers (upper right).

Neil B. Herman, (right), of Allied Store Equipment Co., Minneapolis, dropped into the booth of Arcade Mfg. Div., Rockwell Mfg. Co., where he found L. M. Bordner, Arcade sales manager on the job. Here, Herman is testing Arcade's new superfreezer lock with seal breaker.

Two models in Heat-X-Changer Co.'s two new lines of cleanable tube condensers incorporating longitudinal internal fin were shown in operation. At left is a combination air and water-cooled unit, and on right is a glass-tube version of a water-cooled unit. Cecil Boling, president of Heat-X-Changer; J. A. Mulcahey, sales engineer for the Cecil Boling Co.; and Walter Booth, Refrigeration Supply Co., Richmond, Va., are around the display.

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AIR CONDITIONING & REFRIGERATION NEWS

Noah Elected President of Queens Appliance Group

NEW YORK CITY—Election of William Noah as president of the Queens Electrical Appliance Merchants Association was announced recently by the association.

Also elected were Frank Murphy, chairman of the board; Gabriel Luff, first vice president; George Pancoast, second vice president; Percy Henriques, treasurer; and Marino Jeantet, secretary.

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'Exclusive Dealing' . . . 'Tying Contracts'

Their Illegality Depends on How Much Competition Is Injured by Such Practices

ATLANTIC CITY, N. J. — How Section 3 of the Clayton Act may prevent one concern from foreclosing access by its competitors to any substantial portion of the available market was explained to the Refrigeration and Air Conditioning Contractors Association by Robert B. Dawkins, associate general counsel for the Federal Trade Commission.

Speaking at a luncheon during the association's annual convention held in the Ambassador hotel here, Dawkins also told how a company whose business is being injured by reason of practices violative of Section 3 can attempt to put an end to such practices.

In introducing the speaker, RACCA retiring President H. E. Wheeler pointed out that the talk had been scheduled in view of the association's efforts to combat direct selling of refrigeration equipment by dairy, bottling, and liquor firms.

Dawkins explained that Section 3 makes it unlawful to lease, sell, or contract to sell, or grant a discount or rebate upon the price of a commodity in interstate commerce upon condition or understanding that the lessee or purchaser shall not use or deal in the commodities of any competitor of the seller or lessor, where the effect may be to substantially lessen competition or tend to create a monopoly in any line of commerce.

"This section," he said, "is commonly spoken of as prohibiting exclusive-dealing or tying contracts.

Definition of Terms

"The term 'exclusive-dealing' is used to refer to arrangements whereby a party supplies to another all or substantially all of his requirements of a particular commodity, and thus forecloses such outlet to competitors offering to sell or lease similar commodities.

" 'Tying contracts' include arrangements whereby the purchaser or lessee of one commodity is required to secure his needs of another and different commodity from the same seller or lessor.

"You will observe that in addition to the jurisdictional requirement of interstate commerce, the offense prohibited by Section 3 consists of three principal elements:

"1. That there be a lease, sale, or contract to sell, or a price fixed for some commodity.

"2. That in connection with such lease, sale, contract to sell, or price fixed therefor, there be a condition that the lessee or purchaser shall not use or deal in the goods of a competitor of the lessor or seller.

"3. That the effect of the transactions upon such condition or understanding may be substantially to lessen competition or tend to create a monopoly in any line of commerce. . . .

"The [first] provision is largely self-explanatory. It excludes labor or personal services from the application of the law. . . .

"In addition to the plain content of [the second] statutory requirement, judicial interpretation has added meaning which tends to prevent some evasions of its literal wording.

The Effect Is Enough

"The condition, agreement, or understanding referred to in the act need not specifically exclude a lessee or purchaser from using or dealing in competing commodities. It is sufficient if the practical result of the condition imposed or understanding reached has the effect of substantially accomplishing the result at which the statute is aimed.

"For example, in its decision in International Business Machines Corp. vs. United States (298 U. S. 131), where the company leased machines in the operation of which cards were used and required that only cards sold by it should be used in the leased machines, the Supreme Court said:

" '. . . It is true that the condition is not in so many words against the use of the cards of a competitor, but is affirmative in form, that the lessee shall use only appellant's cards in the leased machines. But as the lessee can make no use of the cards except with the leased machines, and the specified use of appellant's cards precludes the cards of any competitor, the condition operates in the manner forbidden by the statute.'

"In Signode Steel Strapping Co. vs. Federal Trade Commission (132 F 2d 48) the United States Circuit Court of Appeals for the Fourth Circuit made a similar holding.

"In this case, the company leased machines for applying steel strapping to shipping containers and required that only strapping purchased from it could be used in the machines so leased. The company contended that the machines were comparatively inexpensive and could be obtained from others without difficulty or great expense.

"In passing on this contention the court said:

" 'The answer to this position is that the users of appliances of this sort will not in most cases care to equip themselves with more appliances than are necessary for their purposes and, having obtained from the company those that are necessary, will not be willing to incur the additional expense of acquiring others to do the same work. . . . This means necessarily that most of those customers of the company who have leased its tools and appliances will, as a practical matter, be precluded from purchasing wire and strapping from other persons, since they cannot be used with the appliances leased from the company.'

Not Always Illegal

"The third primary element of a violation of Section 3 is that the effect of the limiting condition, agreement, or understanding 'may be' substantially to lessen competition or tend to create a monopoly in any line of commerce. This means that not all exclusive-dealing or tying contracts are unlawful and that they become unlawful only when the specified competitive effects are present.

"This element of a violation is generally the most difficult to resolve. . . . It may be an exceedingly close question to determine whether the acts of the person charged represent only an expression of active healthy competition or whether their effect, if continued, may be substantially to lessen competition.

"The courts have made some distinction in the measure to be applied as between 'tying' contracts and 'exclusive-dealing' contracts. These differences appear in the decision of the Supreme Court in International Salt Co., Inc., vs. United States (332 U. S. 392) as compared with its recent decision in Standard Oil Co. of California, et al. vs. United States.

"In general, however, the provision relating to competitive effects may be said to mean that there must be a showing that there is a reasonable probability of the prohibited result.

"It is obvious that the loss of a single sale as a result of an exclusive-dealing or tying contract, or for any other reason, injures the competitor who lost the sale, but it does not necessarily follow that competition is thereby injured. Competition envisages several sellers seeking the custom of a purchaser. . . .

Whether Market Is National Or Localized

"When, however, through the use of conditions or agreements within the terms of Section 3 a seller succeeds in denying access by competitors to a substantial portion of the market for a commodity, this may readily amount to a substantial lessening of competition or tendency toward monopoly and infringe the statute. It is not necessary that this be a substantial portion of the national market, for it may be that the parties concerned operate within a much more limited territory.

"Just as in the determination of what constitutes a limiting contract or condition, so also practical considerations are taken into account in determining what amounts to substantial lessening of competition.

"In the Signode Steel Strapping Co. case previously mentioned, the company was one of about 100 companies selling wire and strapping for the purpose of making packages, and did from 5 to 7% of the business in that field. Its sales of wire and strapping were somewhat above $2,000,000 annually, but other practical considerations were taken into account by the court. It said:

" 'The presence of the restrictive condition in its leases necessarily means that the larger part of this large volume of trade was practically tied up or at least removed from the normal influence of competition. And as pointed out by the Commission, the effect of the trade practice of the company is materially increased by reason of the fact that it forms a part of the cumulative effect of the practices of the three leading companies in the tying machine industry, all three of whom were subjected to orders by the Commission.

" 'The facts that these three companies control from two thirds to three fourths of the business done by the tying machine industry and a considerable percentage of the total business in wire and strapping sold packaging goods, and that the restrictive conditions of their leases interfered with the normal operation of competition in so large a volume of trade, was sufficient justification, without more, for the finding that the lessening of competition resulting from the restrictive conditions was substantial, within the meaning of the Act. . . .'

"I do not know that we could get closer to an understanding of what is meant by reasonable probability of a substantial lessening of competition than to say that it means a showing of facts which lead a reasonable person to believe that the effect of the restrictive conditions has caused, or their continuation will probably lead to, a serious diminution of competition in some line of commerce, or that a significant portion of the market has been removed from the operation of the normal forces of competition.

"An important question to any person whose business is being injured by reason of practices violative of Section 3 is how to put an end to such practices. There are a variety of remedies which may be sought.

"When the Federal Trade Commission has reason to believe, either as a result of information which it has secured or which has been furnished to it, that a violation has occurred, it may institute a proceeding against the party engaging in such practice, and, if violation is established, issue an order requiring the cessation of the unlawful practice.

"The attorney general of the United States may proceed in any district court of the United States for an injunction requiring an abatement of the unlawful practice.

Method of Bringing Suit

"Any person injured in his business by reason of a violation of Section 3, may bring suit in the appropriate district court of the United States, and if he makes out his case may recover three times the amount of the damage sustained, together with costs of the suit and a reasonable attorney's fee.

"A person may institute suit for injunctive relief against threatened loss or damage by reason of a violation of Section 3. . . .

"Section 3 of the Clayton Act is also an expression of national policy. As such, any practices which are within the general principle laid down, even though not technically within the exact terms of the statute, may nevertheless be unlawful under Section 5 of the Federal Trade Commission Act if, in fact, the effect is that of substantially lessening competition or tending toward monopoly.

Bowling Equipment Case Illustrates Violation

"As an illustration of this principle let me cite a specific example. A concern engaged in the sale of bowling alley equipment and occupying a dominant position in that field, engaged in a sales promotional scheme under which large prizes were offered to bowling teams successful in a bowling contest conducted on a national scale.

"The conditions laid down required teams to play three games per week for seven consecutive weeks in 'qualifying play' and thereafter to engage in a similar weekly schedule for six weeks of 'prize play.' The plan provided for organizing bowlers in five classes composed of teams of relatively equal skill, with prizes for each of the classes awarded on a weekly basis and also on the basis of the best performance for six weeks of prize play.

"In order to be eligible, teams were required to play in alleys authorized by the concern offering the prizes. As a condition for becoming an authorized alley, the proprietor thereof was required to buy a specified number of pins and a specified dollar volume of other alley equipment, which amounted to all the equipment and supplies needed for the alley for a full season's play.

"By direct contact and by extensive advertising addressed to bowlers, pressure was put upon bowling alley proprietors to qualify their alleys by making the required purchases of equipment.

"The practical effect of this plan amounted to a condition violative of the principle of Section 3 and substantially lessened competition and tended toward a monopoly in bowling alley supplies.

"The commission charged that this conduct constituted an unfair method of competition, and at the conclusion of a proceeding against the concern operating the plan issued an order requiring it to cease and desist from using any sales promotion plan or contest for the purpose or with the effect of coercing bowling alley proprietors into purchasing all or substantially all of their pins or equipment from the respondent."

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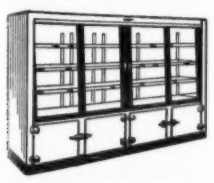

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WORLD TRADE NEWS

World Import Restrictions Affecting Air Conditioning & Refrigeration Equipment

(5. Hong Kong Through Indonesia)

With this article we present another in the special series of studies on the present-day import regulations pertaining to our industry. This information has been collected from all parts of the world with the active assistance of the U. S. Department of Commerce, Washington, D. C., and its District Office in Detroit. American export figures for the year 1948 will be added. Our readers are advised to retain these articles, as they appear, as a similar publication has, so far, not appeared in the press.

The countries will be treated in alphabetical order. Wherever available, late information—dated June to August, 1949—on developments of imports of the products of this industry from the United States will be added.

By Eugene Hesz, International Market Analyst and Instructor, University of Detroit

HONG KONG

Hong Kong, a British crown colony, has an importance for Chinese imports which is out of proportion to its original trade potential. During the last years this colony with its one large city became the port of entry for legal and illegal Chinese imports. The situation finds its analogy in import restrictions and is mirrored by the trade figures. There are no import licenses necessary, except for very few specified commodities, to which the products of our industries do not belong. There are also no exchange permits necessary, barring those excepted commodities. Since foreign exchange is not obtainable through the well-established banks, it is permissible and legal to buy foreign exchange in the open market at unofficial rates.

In 1948 the United States exported to Hong Kong domestic refrigerators including parts for $456,000; commercial refrigerators for $150,000; air conditioning equipment for an amount of $314,000; auxiliary equipment for $139,000; miscellaneous parts for $15,000, and ice-making equipment for $5,000. These exports from the United States have partly increased in the first part of 1949, but it goes without saying that the political developments around and in Hong Kong will influence future trade decisively.

HUNGARY

Import restrictions make licenses and exchange permits necessary. Since Russia has, at least for the present, placed Hungary firmly behind the Iron Curtain, we cannot be interested in this market for the time being. Export from the United States of equipment of our industries was practically non-existent in 1948.

ICELAND

This new republic which had been a Danish colony up to World War II, occupies territory the size of the state of Kentucky and uses air conditioning and refrigeration equipment quite in contrast to its name. The government is watching imports carefully and import licenses are required for practically all products. An exchange permit is also needed. It is usually issued together with the import license, but does not guarantee allocation of exchange, which depends on establishment of priority and availability of foreign currency. The United States has exported to this little country, numbering 130,000 persons, in 1948, domestic refrigerators (including parts) in the amount of $71,000; commercial refrigerators totaling $8,000; and miscellaneous air conditioning equipment and parts coming to $16,000.

INDIA

As the great dominion of India is one of the outstanding members of the family of democratic, or nearly-democratic nations, great attention has been devoted in these columns to this potentially wide market, especially for refrigeration and air conditioning equipment. Our readers may be reminded that the market analysis of India and Pakistan, divided into six different parts, appeared in these columns from Feb. 21 up to April 11, 1949. It will therefore be understood that in the following data only the latest information is condensed. The over-all picture is that import licenses are necessary and that foreign exchange is automatically released upon presentation of the valid import license to an exchange bank. In general, India is manufacturing the non-mechanical parts for our equipment, whereas the United Kingdom and the United States are delivering the actual refrigeration machinery.

According to information dating from the summer of 1949, the manufacture of complete refrigeration units by Indian firms, with American cooperation, is under consideration. In the meantime, the accent will continue to be upon imports of American mechanical parts. On account of the tense foreign exchange situation 90% of a total of 200 new Indian movie houses cannot obtain, at present, the air conditioning equipment which they urgently desire. The same applies to such units to be used for homes (yearly potential 3,000 to 4,000 units a year) and for commercial purposes, that is for restaurants and offices. This latter demand is estimated by the American Embassy in New Delhi at 200 to 300 units per year.

Ice-making machinery is favored by the licensing authority. India has about 200 ice-making plants and, by and large, their mechanical equipment comes from this country, with the United Kingdom trailing in import figures. The very essential food preservation plants are also favored in obtaining import licenses. The normal potential for India is estimated at 40 new plants per year, but a government agency in Bombay has even placed spring 1949 orders with local importers for almost 100 units. Refrigeration apparatus for domestic refrigerators, soda fountains, ice-candy, or frozen-novelty freezers, ice cream freezers, and bottle coolers is not favored by the granting of import licenses. However, licenses frequently can be obtained for the import of condensing units ranging from ⅛-hp. to 5-hp.

After import, these units are installed in locally made cabinets. Industrial air conditioning is still largely confined to exhaust fans and to humidifiers in textile mills and other factories requiring humidification. A rayon factory which was projected for 1949, has been assured of the installation of a complete American air conditioning system.

In the following we present the latest information on the present stage of import regulations:

All types of air conditioning plants, refrigeration machinery, except domestic refrigerators, and ice-making and food preservation machinery are classified under item 72b of the India tariff as mechanical machinery and are subject to a revenue of 10% *ad valorem*. Domestic refrigerators are classified under item 72 (5) and are subject to a duty of 36% *ad valorem;* those originating from the United Kingdom pay only 24% *ad valorem.*

As indicated, air conditioning units for human comfort and domestic refrigerators, excepting parts, are not being licensed at present for import from the United States. Licenses for the importation of food preservation machinery are being granted freely. Applications to import machinery for ice-making, refrigeration including industrial refrigeration, and industrial air conditioning are considered on the individual merits.

INDONESIA—NETHERLANDS EAST INDIES

As announced a few weeks ago, the U.N. has succeeded in sponsoring a new form of statehood for this region. In short, the arrangement implies that the greater part of this archipelago, with 70,000,000 population, will form the Republic of Indonesia with a sort of dominion status within the Netherlands empire. The smaller part, mainly consisting of the Netherlands parts of New Guinea, continues to be a direct colonial possession of the Netherlands. Since it has been agreed upon in principle that the supreme decisions in foreign trade will be taken jointly by the Netherlands and the newly formed state, the regulations will be summarized here together.

Import licenses and exchange permits are necessary in every case. Due to the shortage of dollar exchange, the authorizing officials, according to the latest information available (August, 1949), are not allocating hard currencies for purchases of refrigerator equipment from the United States. However, spare parts to service the apparatus already in use may be imported. A list of firms which deal in such imports was prepared by the Consulate General of the United States in Batavia and is available to interested parties.

It may be repeated that a good market is waiting for the products of our industries, with special emphasis on a small-size domestic refrigerator, as soon as exports from Indonesia again approach the splendid pre-war figures. Details of these possibilities have been discussed in full previously in this column (spring 1949).

The authority issuing the necessary import licenses is the Bureau of Supply of the Department of Economic Affairs, Batavia. It is not necessary to address this office for very small shipments valued not over $9.50 (dollars calculated before latest *guilder* devaluation) or if the American commodities are imported by the A.I.O. *(Algemeene Import Organisatie)* or certain privileged oil and shipping companies. Once the imports are approved by the authorities, the issuance of the exchange permit follows automatically. Further details are obtainable from the Department of Commerce, Office of International Trade, Far Eastern Branch.

In the year 1948, American exports to these regions were: Domestic refrigerators, $92,000; parts for same, $17,000; commercial refrigerators, $22,000; miscellaneous air conditioning equipment, $33,000; auxiliary equipment, $18,000; replacement parts, $12,000; and ice-making equipment, $6,000.

(To Be Continued)

* * *

U. S. Exports of Air Conditioning and Refrigeration Equipment to the Dominion of India In the Year 1948

Equipment	Units	U. S. Dollars
Household refrigerators	419	$ 76,000
Household refrigerator parts	....	93,000
Self-contained commercial refrigerators	479	174,000
Mechanical commercial refrigerators	124	62,000
Compressors and condensing units		
Not over 3 hp.	2,151	433,000
Not over 8 hp.	239	124,000
Over 10 hp.	122	247,000
Centrifugal refrigeration units	2	27,000
Evaporative condensers	36	34,000
Condensers except evaporative	31	9,000
Heat transfer equipment	....	186,000
Air diffuser units	144	60,000
Liquid coolers	50	36,000
Self-contained air conditioners		
Under 2 tons	690	260,000
2 tons and over	336	333,000
Air conditioning & refrigeration auxiliary equipment	....	726,000
Air conditioning & refrigeration parts (for foreign assembly)	....	167,000
Air conditioning & refrigeration replacement parts	....	155,000
Ice making equipment	....	1,001,000
Total	....	**$4,203,000**

Meeting of REMA Export Group In Atlantic City

There was a good turnout for the meeting of the Rema export group in the Hotel Traymore during the week of the All-Industry Refrigeration and Air Conditioning Exposition, as this photograph shows.

Taking a stroll outside Convention Hall on Atlantic City's famed boardwalk are these foreign visitors to the All-Industry Exposition: Haim Avinadav, Tel Aviv, Israel; Sven Wallin and Gosta Wassbo, Jonkoping, Sweden; Lucie Jadot Shirazi, Brussells, Belgium; and William Mortier, Mrs. Georges De Haeck, and Mr. De Haeck, all of Ghent, Belgium.

Filterpure

HALF ROUND

Sales Prove It—

WORLD'S FOREMOST COOLING UNIT

The half round takes no storage space from a cooler. It mounts against the ceiling next to the wall with the drain line completely out of the way.

Standard construction includes—Exclusive 180° arc Betz Coil—Built in Louvres—Built in Liquid Distributor—Life Lubricated Motors—Double Drip Pan—Slide Hangers—Baked Enamel Finish on Rust Proofed Steel—Six sizes from 260 to 867 BTU per 1° TD.

Stocked and sold by leading Refrigeration Wholesalers

BETZ CORPORATION

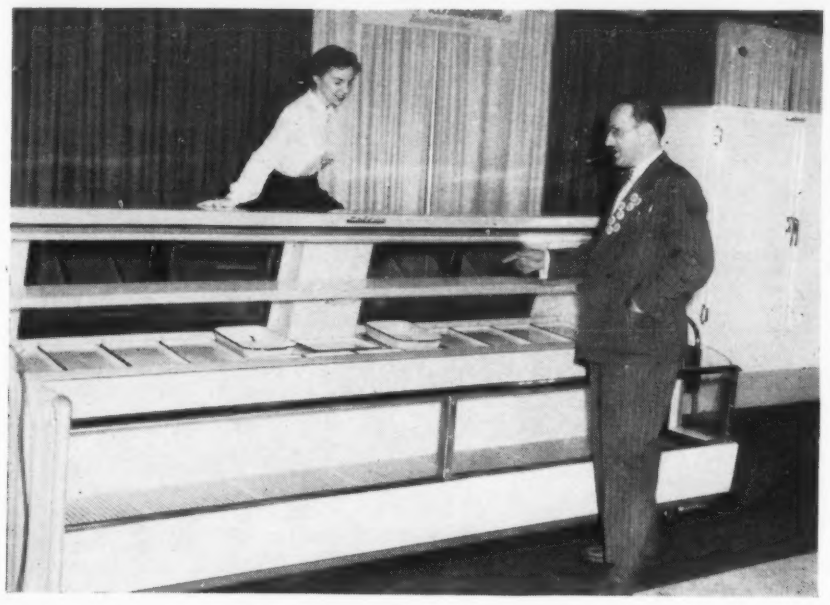
HAMMOND • INDIANA

Highlight of the display of Remington Air Conditioning Div. was its "Director" Model 10, a 1¼-hp. console room air conditioner that heats as well as cools automatically. Gathered around it are: R. A. Sheffield, president and treasurer of Air Conditioning Engineering Co., Cambridge, Mass.; William H. Peters, assistant sales-manager of Remington; E. A. Bonneville, general sales manager; E. M. Johnson, a regional manager; and M. Mark Watkins, vice president.

Lorraine Major finds a comfortable perch on top of the Esco Cabinet Co.'s model CL-24 home freezer, but she would find it somewhat less comfortable inside of the 24-cu. ft. freezer, which features an air-blast type cooling system and a separate freezer compartment.

Howard Roberts, sales manager of Victor Products Corp., shows Betty Jayne D'Amato how the company's 1950 freezers can be opened with the arm, if necessary, by depressing the light-touch "push bar" latch. Pictured is the 9-cu. ft. "Quickfreeze" model.

A complete line of household refrigerator control replacements and commercial controls were displayed in the Ranco space, where the photographer snapped G. E. Graff, sales manager, C. E. Whipps, district representative; M. S. Vidis, sales engineer; and Augusti Tornari, Tornari Refrigeration & Air Conditioning Service, Pensauken, N. J. In the background are A. C. Homeyer, of Ranco, and E. C. Raney, Ranco president.



Maurice Rosenberg of Koldflow Refrigeration Co., Pittsburgh, and Margaret Lauzon of the News staff look over a new McCray case from two different angles. This model is a triple-duty combination self-service and regular service case, refrigerated by the McCray "Kold-Flo" refrigeration system.

K. Q. Meade, sales manager of Super-Cold Corp.'s wholesale division, points out to Miles M. Sloniker, national show director for Snap-On-Tools Corp., a feature of Super-Cold's new beverage cooler, which was exhibited for the first time. Available in 6 and 8-ft. models, the remote cooler has a convection-type coil and a shelf for frosting glasses. Other features are adjustable dividers and disappearing doors.

Universal Cooler's new ¾-hp. hermetic, on revolving pedestal, and the 1-hp. hermetic on hte right were featured items at the Show. Interested wholesalers here are Carl Formento and C. J. Bernens, of Airo Supply, with Don Taft, US service manager.

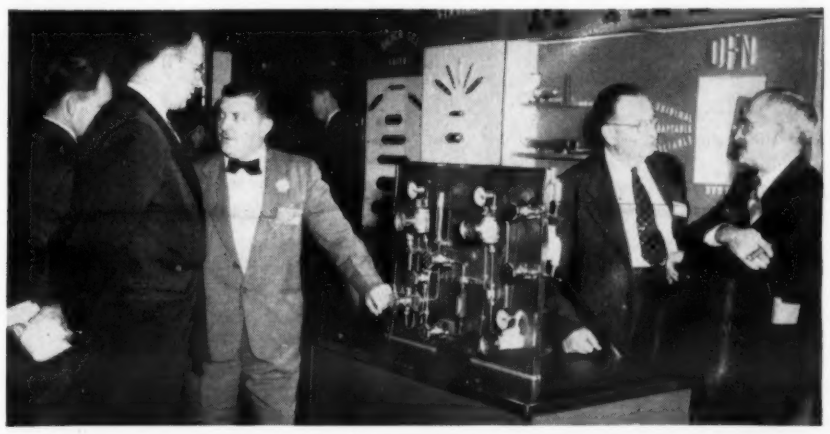
This group in the Temprite Products Corp. booth partially hides a combination draft beer cooler and carbonator arrangement. Visitors also saw drinking water and industrial coolers.

Earl Ruth and John H. Raidl, Jr., senior sales engineers for Black, Sivalls & Bryson, Inc., demonstrate operation of the company's model CGA ½-2 "Freon" relief valve. Raidl is holding the two components of the valve, which he designed. The valve is designed to eliminate or minimize the loss of costly refrigerants.

Absorbed in talk about Ajax Corp. of America's "Electric Iceman", manufactured by Servel, are James H. White, head of Refrigeration Parts Co., Brooklyn, a Servel distributor; W. M. Barnett, of Manhattan Ajax Corp., New York City; and L. M. Lipschutz, of Ajax Philadelphia, Inc., both distributors; G. F. Erickson, Ajax chief engineer; and J. R. Alberts, a regional manager for Ajax.

In the Baltimore Aircoil Co., Inc., booth, John Engalitcheff, Jr., president, points out to Gordon O. Roe, refrigeration engineer with Canadian Industries, Ltd., Montreal, Can., that the redesigned B.A.C. Type "C.P.E." evporative condenser is now direct-driven. The company also showed its Type "U" and "UL" condensers, the latter available in sizes of 105 to 210 T. R. in a single unit.

(The News is indebted to Austin Jones of Kerotest Mfg. Co. for some of these pictures and many others appearing in this issue.)



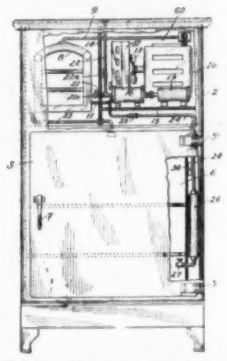
Feature of the McIntire Connector Co. display was running test assemblies demonstrating moisture indication and moisture pick-up capacity of the company's new type DC driers and moisture control units. M. J. Meiklejohn, McIntire sales manager, explains what's going on to W. F. Helsel and Leland K. Warrick, Norge engineers, as H. T. McDermott, RSES executive secretary, and L. S. Dunn, president of McIntire, chat at the right.

KRAMER
Evaporative Condensers
FOR TROUBLE FREE SERVICE
2 TO 6 TON CAPACITY
WRITE FOR CATALOG R-162-B
KRAMER TRENTON CO. Trenton 5, N. J.

PATENTS

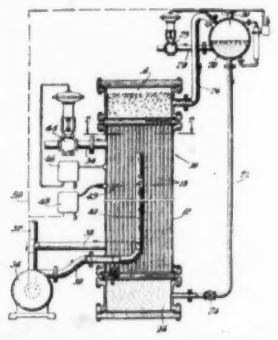
Week of August 9 (Continued)

2,478,719. REFRIGERATOR HAVING MEANS FOR MAINTAINING THE PRESSURE IN THE STORAGE CHAMBER ABOVE ATMOSPHERIC. Chame D. Skinner, Wilkinsburg, Pa.



14. Refrigerating apparatus comprising a storage chamber having an access door and mechanism for refrigerating the chamber, in combination with an air compressing mechanism arranged with means for admitting air from said chamber and from the outer atmosphere, and means for delivering compressed air from said compressing mechanism into said chamber to maintain the atmosphere in said chamber, while the door is closed, at pressure above normal value, and means for bleeding the compressed air from said compressing mechanism when said door is opened.

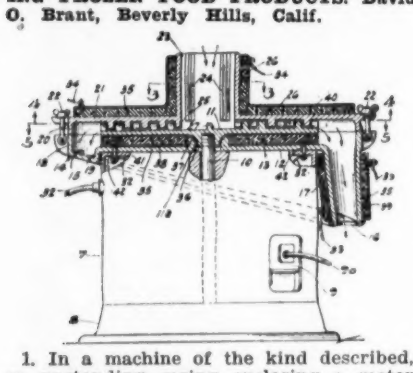
2,478,863. HEAT EXCHANGE. Hyman R. Davis, Jackson Heights, N. Y., assignor to The Lummus Co., New York, N. Y.



1. Apparatus for the cooling of a multiple phase mixture below the freezing point of one of the components which comprises a series of heat exchange tubes in a refrigerant circuit; a chamber surrounding said heat exchange tubes; a pump for removing material from said chamber; a perforated discharge element communicating with the outlet of said pump and extending into said chamber whereby the mixture may be repeatedly circulated across said tubes, said chamber having a product outlet and pressure responsive means to control said outlet, said pressure responsive means being dependent upon the pressure within the chamber.

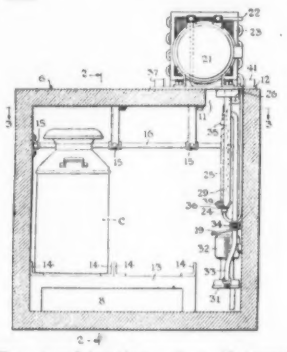
Week of August 16

2,478,893. APPARATUS FOR LIQUEFYING FROZEN FOOD PRODUCTS. David O. Brant, Beverly Hills, Calif.



1. In a machine of the kind described, an upstanding casing enclosing a motor surrounding a shaft for rotating the latter, a circular disk-like member mounted upon said shaft to rotate therewith, said disk-like member being vertically spaced above the top of said casing, a collector having a flat body portion which overlies said casing and occupies a position between the latter and said disk-like member, said collector being provided with an annular trough-like sump surrounding said flat body portion which has a floor that inclines downwardly from one side of the casing to the diametrically opposite side thereof and having an outlet at the point where said trough is deepest, said sump having a downwardly depending flange which overlies said casing and an upwardly directed flange in a concentric parallel spaced relation to said depending flange, a circular disk-like cover member having a downwardly depending flange which abuts and rests upon the upwardly directed flange of said sump, said disk-like member and said disk-like cover member comprising a combination of paired disk members each being provided with a multiplicity of teeth on their adjacent faces, the teeth of each of the latter members being arranged in concentric rows, the teeth of each member projecting into spaces provided for them between the concentric rows of teeth of the other member, the teeth of each member being staggered circumferentially in adjacent rows, a feed chute carried by said disk-like cover member, said feed chute having an opening located centrally of each of said paired members through which cubes of frozen food are introduced to the spaces between adjacent inner teeth, crushing means comprising a blade extending diametrically across and projecting upwardly into said chute carried by the rotating disk of said pair to subdivide the cubes into particles of a size to pass between the teeth of concentric rows for still further disintegration and liquescency, and stationary insulated electrical heating means carried by the machine to progressively heat the disintegrated particles on their passage through the machine.

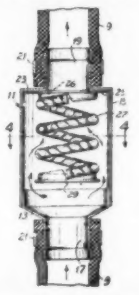
2,479,011. MILK CAN COOLER. Ralph D. Kemper, Springettsbury Township, York County, Pa., assignor to York Corp., York, Pa.



1. The combination of a thermally insulated cabinet having in its lower portion a water retaining sump and can-supporting racks; a refrigerating unit of the compressor-condenser-evaporator circuit type having its evaporator mounted in the cabinet above the sump and arranged to maintain the evaporator at a sub-freezing temperature when the compressor operates; can sprayers for showering water on cans supported on said racks; a distributor for flowing water over the evaporator and thence back to the sump, electrically operated means including at least one electric motor-driven pump arranged to draw water from the sump, said means being controllable to deliver water to the distributor alone, or to both the sprays and the distributor; an electric motor for driving the compressor of the refrigerating unit; a thermostatic switch responsive to a predetermined degree of icing of said evaporator and controlling said electrically operated means and the compressor motor to operate the compressor and deliver water to the distributor when icing of the evaporator is below said predetermined degree and suspend such operation at other times; and an independently operable switch effective when closed to operate said electrically operated means so as to deliver water both to the sprays and to the distributor.

2,479,034. THERMOSTATIC VALVE. John D. Bolesky, Attleboro, Mass., assignor to Metals & Controls Corp., Attleboro, Mass.

1. A thermostatic valve comprising a valve chamber having an inlet and an outlet, a thermostatic valve member in said chamber, said valve member comprising a bimetallic thermostatic strip coiled about a minor axis to form a minor helix which is in turn coiled about a major axis to form a major helix adapted to expand and contract axially in response to temperature change thereby to vary the spacing of its convolutions, one end of said major helix being fixed with respect to said chamber surrounding said outlet, the other end of said major helix being freely movable in said chamber and provided with a closure, said valve member being enclosed within a flexible protective



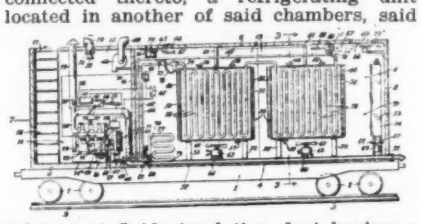
tube which closes the spaces between the convolutions of said minor helix.

2,479,062. GENERATOR, HEAT EXCHANGER, AND CIRCULATOR IN ABSORPTION REFRIGERATION SYSTEMS. Walter L. Edel, Detroit, Mich., assignor to Clayton & Lambert Mfg. Co., Detroit.

1. In absorption refrigeration having liquid circulation between the absorber and the generator and generator and absorber by the aid of a lift and gravity, the combination of a boiler having a jacket and an internal heating flue, a heater at one end of the flue, a lift connected with the jacket at said end to elevate the hot weak liquors, a separator to receive such elevated liquors, means for conveying the hot weak liquor from the separator in heat exchange relation with the internal heating flue and the contents of the boiler jacket but out of physical contact therewith, means for introducing the cooler rich liquor from the absorber to the end of the boiler remote from the heater, means for conducting the hot vapors from the vapor space of the separator back to the interior of the boiler jacket to mix with the incoming rich vapors and to pass in counter-current thereto toward the cooler end of the boiler and a vapor tube leading away from the boiler jacket at or near where the rich liquor first reaches the vaporizing temperature of the ammonia at the prevailing pressure and concentration.

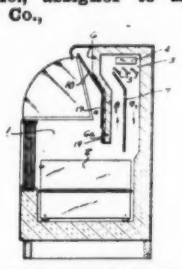
2,479,128. VEHICULAR REFRIGERATING APPARATUS. Pietro Maniscalco, Chicago, Ill.

1. A transportable type of refrigerating structure comprising a housing of unitary construction and provided with a plurality of chambers, a refrigerating plant in one of said chambers and having a refrigerant fluid circulation duct, an internal combustion engine driving said refrigerating plant and having an exhaust duct connected thereto, a refrigerating unit located in another of said chambers, said



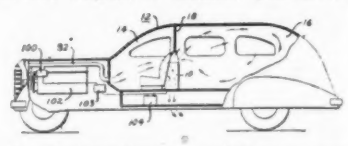
refrigerant fluid circulation duct having a feed section extending into said latter chamber and connected to the inlet side of said refrigerating unit and having also a return section in said latter chamber and connected to the outlet side of said refrigerating unit, a control valve in said feed section for controlling the flow of said refrigerant fluid to said refrigerating unit, a temperature responsive bulb connected to said return section and having a tube connected to said control valve for controlling the action of said valve in accordance with the temperature of the fluid passing through said return section, a heating means in said latter chamber associated with said exhaust duct to receive exhaust gases from the engine, and control means associated with said exhaust duct to control flow of exhaust gases through heating means in response to temperature in latter chamber.

2,479,135. REFRIGERATED DISPLAY CASE. Donald E. Rutishauser, Webster Groves, Mo., assignor to Hussmann Refrigerator Co.,



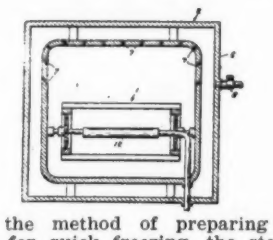
5. In a refrigerated display case of the kind having a lower, upwardly opening refrigerated food display chamber, and a depending wall above the rear portion thereof in position to be chilled by the cold air therefrom, the combination of heating means associated with said wall for maintaining the exposed front surface thereof at a temperature which will prevent moisture in the room air from condensing on said surface.

2,479,170. REFRIGERATING APPARATUS FOR VEHICLES. Leon L. Kuempel, Cincinnati, Ohio. Application May 7, 1947, Serial No. 746,541. 27 Claims. (Cl. 62—117)



1. In combination; a vehicle; a power source for propelling the vehicle; said vehicle having a driver's compartment and a passenger compartment, a self-contained air conditioning unit disposed within said passenger compartment and including a condenser, an evaporator, a compressor, first means including a fan for flowing air from said driver's compartment into thermal exchange with said condenser, second means including a fan for flowing air to be conditioned in thermal exchange with said evaporator and or discharging said air into said passenger compartment, and a direct current motor for operating said compressor; an air cooled generator drivingly connected to said power source, means for supplying electrical energy from said generator to said direct current motor; and means for supplying fresh outside air from a point adjacent the front of said vehicle into said driver's compartment, said last named means including means for supplying cooling air to said generator.

2,479,171. PREPARING FOODS FOR QUICK FREEZING. Mario J. Lamperti, San Rafael, Calif. Application Aug. 29, 1945, Serial No. 613,307. 3 Claims. (Cl. 99—192.)



1. In the method of preparing food products for quick freezing, the steps of passing the products through steam and drawing said steam by suction unto said products, applying a cooling bath to the steamed product immediately after said steaming, and then immediately packaging and quick freezing said products.

(To Be Continued)

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RATES for "Positions Wanted" $5.00 per insertion. Limit 50 words. 10¢ per word over 50.

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ADVERTISEMENTS set in usual classified style. Box addresses count as five words, other addresses by actual word count. Please send payment with order.

POSITIONS WANTED

SALES ENGINEER, 3 years mechanical engineering; graduate large manufacturer's sales engineering school; 3 years experience direct sale heating and ventilating apparatus; 3 years working with air conditioning dealers. Interested in position with air conditioning equipment manufacturer or manufacturer's agent. Presently in Southwest, but consider relocation. Address BOX 3348, Air Conditioning & Refrigeration News.

I HAVE had a lot of years experience in refrigeration, also considerable in radio and electrical work. I believe I should do a good job as manufacturer's representative in these lines. Wide acquaintance in Oregon, Washington, Idaho. If you need representation in the Pacific Northwest or are dissatisfied with your present representation, why not give me a trial? Best of references. BOX 3350, Air Conditioning & Refrigeration News.

MANAGER: AIR conditioning, refrigeration, and heating business, general or sales management. Graduate engineer, 46, with family. Extensive experience recent years in application and sales engineering and successful sales record with nationally sold equipment distributor-contractors. Interested in new position that can profitably utilize experience and ability. BOX 3351, Air Conditioning & Refrigeration News.

ENGINEER, APPLICATION and sales: Air conditioning and heating course graduate, age 25, single; short but extensive experience in present employment with Chrysler Airtemp distributor, handling engineering, layouts, estimating, application problems, and actual sales of heating and air conditioning installations. Future possibilities of connections important, location not. BOX 3352, Air Conditioning & Refrigeration News.

SALES EXECUTIVE—Age 45. A results man. In air conditioning, heating, refrigeration and allied. Exceptionally solid technical background on which is superimposed a series of outstanding achievements in local and national sales building, including the initiating of marketing of pioneer products and patented systems. This has been going on since 1928 when launched the Standard Products Division for Carrier Corp. Top calibre endorsements from each employer. Heavy dealer and merchandising experience. Wants a tough, creative sales-building job on any fair remunerative basis. BOX 3353, Air Conditioning & Refrigeration News.

SALES ENGINEER—Air conditioning. Merchandising and entire structures. In early forties with a top-level background. Sold and designed systems of every known type and size with an aggregate of over thirty-millions of contracts. A stable citizen, with earnings just under and over $10,000.00 consistently the past nine years. Employer references greatest asset. Provably fits in comfortably and diplomatically in any existing personnel situation; or can reorganize, or implement new sales department. Please do not reply unless you can handle over ½ million dollars annual contracts. BOX 3354, Air Conditioning & Refrigeration News.

ENGINEER, AIR conditioning, refrigeration, heating and ventilating, 14 years experience in designing, specification writing, estimating and selling air conditioning, refrigeration, heating and ventilating equipment and systems. B.S. degree. Registered professional. Interested in representing manufacturer in St. Louis. Will consider other work, however. BOX 3355, Air Conditioning & Refrigeration News.

MFR. AGENT for refrigeration, air conditioning, heating, wants additional lines. Now calling on jobbers, contractors and architects. New York state exclusive of Metropolitan New York. BOX 3356, Air Conditioning & Refrigeration News.

REFRIGERATION ENGINEER. Executive ability. Ten years experience in design of lightweight portable self-contained refrigerating units, home freezers, frozen food display cases, sectional walk-in boxes. BOX 3357, Air Conditioning & Refrigeration News.

AIR CONDITIONING and refrigeration application engineer, 20 years background all phases thermal engineering; accustomed carrying job any size thru from survey stage to installation supervision, including design and layout; seeks connection with dealer, factory distributor or engineer, Southeast or Southwest area. BOX 3360, Air Conditioning & Refrigeration News.

AVAILABLE EARLY 1950—A personable mature executive with broad sales and service experience, and exhaustive know-how in the commercial refrigeration and air conditioning field. Will consider any location if move is advantageous. Can furnish the highest references as to character, integrity, and ability. BOX 3362, Air Conditioning & Refrigeration News.

POSITIONS AVAILABLE

AIR CONDITIONING and refrigeration engineer, as assistant to chief engineer, for largest dealer-contractor in Toledo, Ohio. We prefer young man, college degree, some experience. Familiarity with Carrier equipment or Carrier factory training desirable. Write full details to THE HAUSMAN STEEL COMPANY, P. O. Box 416, Toledo, Ohio.

AIR CONDITIONING and industrial refrigeration instructors wanted Northwest's largest trade school. Ability to handle both theory and shop classes preferred. Working knowledge duct design and fabrication helpful. Practical experience essential. Also, refrigeration theory instructors. WEST COAST TRADES INSTITUTE, 745 N. Russell St., Portland, Oregon.

REFRIGERATION SALES manager: Prominent automatic control mfgr. offers opening for progressive executive with at least five years' background in field application and sales of refrigeration products. Salary and bonus. Replies confidential. BOX 3346, Air Conditioning & Refrigeration News.

SALES ENGINEER—Must have engineering experience in household refrigeration. Prefer man 30 to 35 years of age. Interesting position is offered by well-known manufacturer of major refrigerator components. Reply BOX 3359, Air Conditioning & Refrigeration News.

EQUIPMENT WANTED

USED REFRIGERATORS wanted—buying immediately large quantities, late models only. Minimum of fifteen of each model. Appearance unimportant but must be running and freezing. KESTENBAUM, 330 Seventh Avenue, New York City.

EQUIPMENT FOR SALE

WHOLESALE SEALED unit exchange and rebuilding. We will rebuild and convert your unit to "Freon-12." One year guarantee. Write for price list and shipping instructions. ADVANCE REFRIGERATION COMPANY, 829 East McNichols Road, Detroit 3, Michigan.

STANDARD BRAND condensing units complete with motors: ¼-HP @ $45; ⅓-HP @ $52. Net f.o.b. NYC. 110 V 60 cycles. All brand new in original crates. Limited quantity. Act now. Specifications upon request. MANN REFGN. SY. CO., 15 Astor Pl., New York, N. Y.

AUTOMATIC ICE cubers, immediate delivery, new stock, original crates. Will sell to distributors or dealers. Orders filled as received. An opportunity to cash in on this ready market. For details write BOX 3358, Air Conditioning & Refrigeration News.

BUSINESS OPPORTUNITIES

FOR SALE: All or part of west coast firm doing $250,000.00 gross business. Good tools, trucks and service department. Best lines of equipment. Business could be doubled with proper financing. Reason for selling—shortage of working capital. Prefer sell part than all. Write BOX 3361, Air Conditioning & Refrigeration News.

SCHOOLS

DETROIT AIR Conditioning Institute is accepting applications for enrollment in fall term classes starting December 6. Fully GI approved courses in air conditioning, refrigeration, heating, ventilating, sheet metal layout, heat pump engineering. Write for free information. DETROIT AIR CONDITIONING INSTITUTE, Dept. D, 4125 Grand River, Detroit 8, Michigan.

MISCELLANEOUS

NORGE SEALED units remanufactured and exchanged. Immediate delivery from stock, 1 year guarantee. Write for prices and shipping instructions. Complete Norge engineering service. 22 years experience. MODERN REFRIGERATION CO., INC., 12541 E. McNichols Road, Detroit 5, Michigan.

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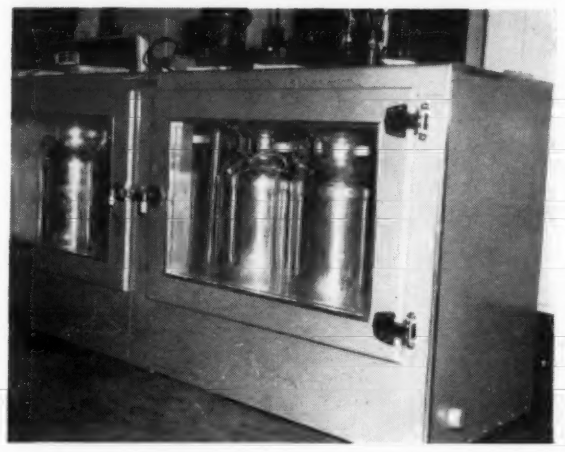
City.....Zone.....State.....

11-28-49

W. G. von Meyer and R. G. Berg of Copeland Refrigeration Corp. with the new 7½-hp. "Copelametic" serviceable hermetic for commercial refrigeration and air conditioning applications.



A milk cooler featuring the "cascading water" principle of cooling was spotlighted in the Sub-Zero Freezer Co. exhibit. Cold water is pumped through aluminum spillways, so that water covers the milk cans at the top of the milk line. Cooler has front opening doors, and condensing unit and pump are drop-in type.

Rosemary Axford, of Philco Corp., prepares a pitcher of orange juice from fresh frozen concentrate as J. C. Cooper, manager of Philco's home freezer division, waits to refresh himself. Philco is now making a caster-mounted freezer for the merchandising of Minute Maid frozen orange juice. Minute Maid Corp. announced recently that the cabinet is available to retailers on a $5-a-month purchase plan. Sales of Minute Maid concentrate are said to have jumped from 60 to 250% in stores where the cabinet was tested.

Topic of conversation when this picture was taken in the space of Coldin Cabinet Co., Inc., was Coldin's model GFTD open, full-vision frozen food display case. Pictured are Leon P. Case, of the company; Ralph Egerman, Egerman Store Fixture, Pittsburgh; and S. James Krakow, Coldin's director of sales. The company also exhibited a sub-zero, full-vision display case (model LT4SCSS) for ice cream, cakes, pies, etc.; a frozen food display case (model 16 SCTD) with three-dimensional pictures in the superstructure; and a twin-duty display case (model DT 6) for foods with conflicting odors.

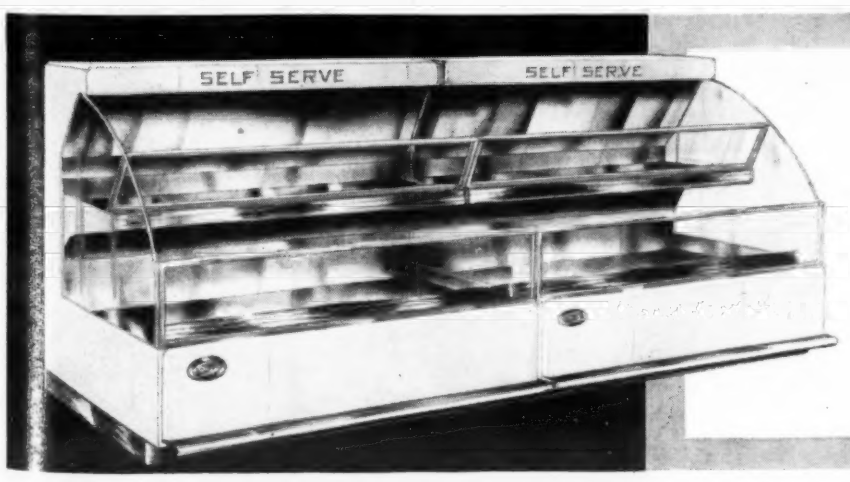
H. A. Phillips (left) of La Crosse Cooler Co. draws an "imaginary" glass of beer for Sid Sumberg of New York City in a demonstration of the new La Crosse direct-draw draft beer cooler. Faucets in this dispenser are refrigerated to keep the beer cool all the way to the drawing point.

The exhibit set up by Cutler-Hammer, Inc., featured "specific fit" replacement controls for more than 1,000 models of refrigerators, individually mounted on plastic panels which could be removed for closer inspection as J. G. Fore, assistant manager, merchandising sales, and H. H. Ratcliff, Minnesota branch manager, are doing here.

Betty D'Amato gets a cold drink of water from one of the new compartment-type water coolers introduced by Westinghouse, but she could also help herself to a chilled bottled drink or a cold snack from the storage section. A "Magi-trol" control maintains independently the three desired temperatures in the water cooling chamber, ice cube evaporator, and refrigerated space.

Martin R. Salamida (left), of Roy Stauffer Chevrole
Scranton, Pa., and Neil N. Ivanoff (right), of Ge
Muller, Dunmore, Pa., wanted to get some informatio
Ebco Mfg. Co.'s new Oasis explosionproof water cooler
model OP-5SX, so T. W. Giller, Ebco sales engineer, obliged.

Studying this Rotary Seal Co. display of stock replacement units for refrigeration service engineers are Walter W. Meyer and Stanley Smiley, vice president and production superintendent, respectively, of Rotary, and Mangram R. Chavers, manager, Chavers Radio & Refrigeration Co., Panama City, Fla.

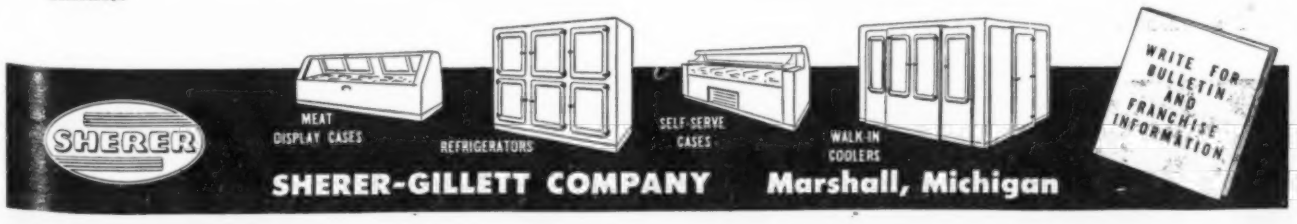


DOUBLE EXPOSURE for AUTOMATIC SALES

SHERER'S NEW MULTI-DECK CONTINUOUS CASE

The stunning new Sherer Model 2806 open, self-serve, sales-display case exposes more merchandise to shoppers' eyes—and to their reach . . . and it results in the extra impulse sales which are the big extra-profit makers for food merchants.

You can cash in your food merchant customers' quick response to this money-saving, sales-winning profit maker. Write for complete bulletin and franchise information.



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More Pictures from the Show

Information about the 20th Century system of vacuum refrigeration milk in combination with the T-33 milk refrigerator is given to Harry R. Heintzen, of Westinghouse, by Lloyd Duncan, assistant sales manager of Zero Mfg. Co., Inc. Other members of the Duncan family, including Charlene and Leon (production manager) at the left and the wives of Leon and Lloyd at the right, also explained to visitors how the system produces refrigerated milk without contact by human hands or exposure to contaminated air.

Placing his fingers under the rim of a Whiting freezer, R. E. Densmore (left), shows B. A. Hanner how the capacity of an approximately 4-cu. ft. cabinet is increased to 8 cu. ft. through the use of Santocel as the insulation.

Mac Markowitz of Kason Hardware Co. shows Margaret Lauzon that she would never have to fear freezing to death should she be locked in a walk-in refrigerator equipped with the safety-type latch which Kason is making.

Conferences To Feature ASRE Convention--

(Concluded from Page 1, Column 3)

Program follows:

SUNDAY, DEC. 4

12 Noon—Advance Registration
1 p.m.—Section Committee Luncheon Meeting
7 p.m.—Council Dinner Meeting

MONDAY, DEC. 5

9 a.m.—Registration
10 a.m.—First Technical Session Burgess H. Jennings, president of ASRE, presiding. "An analysis of the Hilsch Vortex Tube," D. S. Webster, DuPont Corp.; "Heat Transfer and Pressure Drop with Turbulence Promoters in Refrigerant Evaporator Coils"—R. L. Larson, G. W. Quaint, and W. L. Bryan, Case Institute of Technology. "Some Military Aspects of Portable Refrigeration Equipment"—Sterling Smith, Sterling Refrigeration Products.
10 a.m.—Domestic Refrigerator Engineering Conference. O. E. Norberg presiding. "Application of Plastics in Domestic Refrigerators"—O. H. Yoxsimer, Westinghouse Electric Corp. Prepared and extemporaneous discussion.
1 p.m.—Welcome luncheon—Speaker, Nathaniel Leverone, Automatic Canteen Co.
2:30—Committee Meetings. Inspection Trips.
4:30 p.m.—Committee Meetings.
9 p.m.—Informal Party.

TUESDAY, DEC. 6

9 a.m.—Registration
9:30 a.m.—Second Technical Session. J. G. Bergdoll, Jr., vice president of ASRE, presiding. "Kodak Park's—85 Degree Refrigeration System"—J. H. Shaw, Eastman Kodak Co. "The Last 100 Degrees of the Absolute Temperature Scale"—Alexander Goetz, Calif. Inst. of Tech. "Evaporative Condenser Performance Factors"—D. D. Wile, Refrigeration Engineering Inc. "Effect of Halohydrocarbons on Elastomers"—B. J. Eiseman, Jr., Kinetic Chemicals, Inc.
1 p.m.—Editors' Luncheon.
2:30 p.m.—Third Technical Session. Edward Simons, vice president of ASRE, presiding. "Quality Retention Through Dehydro-freezing"—R. R. Legault and W. F. Talburt, U. S. Dept. of Agriculture. "Shrimp Handling and Preservation"—E. A. Fieger et al, Louisiana State university. "Effects of Refrigerated Storage at Various Temperatures on the Chemical and Bacterial Content of Haddock"—J. T. R. Nickerson, S. A. Goldblith, and B. E. Proctor, Massachusetts Institute of Technology.
2:30 p.m.—Room Air Conditioner Conference. Herbert L. Laube, presiding. "Our Embryonic Major Industry"—R. W. Morgan, Fedders-Quigan Corp. Prepared and extemporaneous discussion.
6 p.m.—Cocktail Party.
7 p.m.—Dinner Dance.

WEDNESDAY, DEC. 7

9 a.m.—Registration.
10 a.m.—Fourth Technical Session. P. B. Christensen, treasurer of ASRE, presiding. "Moisture Determination in Refrigeration Units"—T. W. Duncan, Seeger Refrigerator Co. "Refrigerant Sampling"—W. A. Pennington, Carrier Corp. "Desiccants—A Problem"—W. O. Walker, Ansul Chemical Co.
10 a.m.—Water Re-Use Conference. A. J. Hess, presiding. "Refrigeration and Problems of the Water Supply Industry"—E. L. Bean, City of Philadelphia. "Cooling Tower Selection for Refrigeration and Air Conditioning"—H. E. Degler, Marley Co. "Water Quality Control for Refrigeration Cooling Towers"—Ralph E. Westcott, Montgomery and Pomeroy. Prepared and extemporaneous discussion.
12:30 p.m.—Induction of ASRE Officers for 1950.
1 p.m.—Council Luncheon Meeting.

G-E Water Cooler Div. Moves to Bloomfield, N. J.

BLOOMFIELD, N. J.—The transfer of water cooler manufacturing operations of the General Electric Co.'s air conditioning department from Bowling Green, Ky. to Bloomfield, N. J. was announced recently by Harold F. Smiddy, vice president of the company and general manager of the department.

The move consolidates manufacturing operations with sales, engineering, and warehousing operations already carried on at the department's headquarters in Bloomfield. In line with the return of all-out competitive markets, it will effect the desirable economies afforded by centralized operations.

At the time when water cooler production was established in Bowling Green, the company's facilities in Bloomfield were assigned to the production of other product lines.

Subsequent reassignment of facilities and a modernization program have combined to make available in Bloomfield the space and facilities necessary for the consolidation.

Manufacturing at the Bowling Green plant terminated on Nov. 12.

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WANT TO heat a railroad train . . . or a bungalow . . . air condition a home . . . or a hospital . . . or freeze a mess of fish? Interested in steam, water or direct expansion coils . . . convectors . . . freezing coils?
No matter whether your heat transfer problem involves heating or cooling . . . you will probably find Bush finned tubing . . . with fins mechanically bonded to tubing for perfect contact and trouble-free operation . . . to be the most efficient, effective and economical answer.
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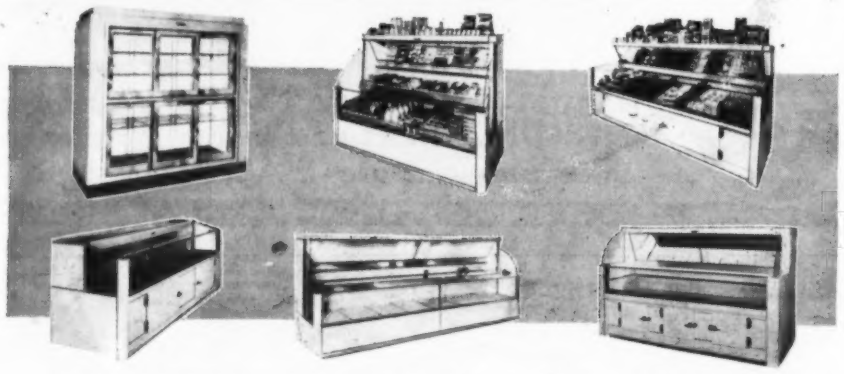

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